

PAULA CORRALES

Graphic Designer | Visual Artist | Digital & Print Media

I'm a Designer and Visual Artist with a background in fine arts and digital media, specializing in creating brand identities, campaigns, and visual narratives that are both strategic and visually impactful. My approach combines creativity with technical precision, ensuring designs that are accessible, meaningful, and aligned with business goals.

EDUCATION

Bachelors – Digital Arts & Design

Full Sail University

- Google UX Design Certificate
- HubSpot Social Media Certification

SKILLS

Design & Creative

- ⚙️ Graphic Design, Branding, Typography, Layout Design, Illustration
- ✂️ Adobe Creative Suite, Affinity Creative Suite, Canva

Web & UX/UI

- ⚙️ UX/UI Design, Web Design, HTML/CSS
- ✂️ WordPress, Figma, Adobe XD, Sketch

Marketing & Strategy

- ⚙️ Social Media Management, Email Marketing, SEO, Content Strategy
- ✂️ Google Analytics, Hubspot, Hootsuite

Video & Photography

- ⚙️ Video Editing, Video Production, Photography
- ✂️ Adobe Premiere, After Effects, Photoshop, DaVinci Resolve

Language

English: Fluent
Spanish: Fluent

EXPERIENCE

Social Media & Web Coordinator

Drone Nerds | 2023–2025

- Created graphics, video content, and landing pages for campaigns.
- Produced assets for brand messaging, launches, and industry events.
- Designed ads and promotional content, optimizing through analytics and A/B testing.
- Ensured consistent brand identity across platforms.

Freelance Designer & Brand Consultant

Self-Employed | 2021–Present

- Designed brand identities, websites, and marketing materials for nonprofits, startups, and small businesses.
- Built digital platforms with focus on UX, accessibility, and responsive design (WordPress, Shopify, Squarespace).
- Delivered logos, decks, and campaigns to boost visibility and engagement.
- Supported events and community initiatives with design and marketing assets.

Art Director

Naked Media Marketing Agency | 2017–2021

- Directed branding and digital campaigns from concept to launch.
- Led design teams to ensure cohesive visual systems across web and print.
- Delivered creative assets on deadline across multiple client accounts.
- Produced marketing collateral, social graphics, and ad campaigns.

Brand Manager

YoE2 – Latinx Startup Community | 2018–2021

- Developed and managed brand identity across events and digital platforms.
- Designed event materials, e-commerce assets, and outreach graphics.
- Built and maintained platforms to grow community engagement.
- Aligned design with mission-driven messaging.