Paula Corrales

Visual Artist
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These hands have been creating since they were very small. Naturally with my love for creating & growing up with technology I went for a degree that mixed the best of both worlds. In my time in the field I've had the pleasure of working with some really talented people on incredible projects. I've built full Brand identities, websites, marketing campaigns, and even developed actual workshops/courses. Taking someone's idea and bringing it to life through my skills is my own form of magic.

Authorized to work in the US for any employer

Work Experience

Freelance
2021 to Present

• Working with clients to give their ideas a visual identity & digital platform, that all fit in to their specific budget.
• Developing brand personalities & brand guideline kits for companies & personal brands
• UX/UI consulting & design
• Web & Marketing management: Overseeing all ads (google, facebook, yahoo), e-mail marketing, website's SEO, and website back end
• Assist in production of events which include the event concept itself, names & identities for events, and creating advertising material.
• I donate relative work to non-profits or entrepreneurs starting out in their journey

Art Director
Naked Media Marketing Agency - Oakland Park, FL
April 2017 to December 2021

• Overseeing all projects within the creative & development departments.
• Maintaining healthy relationship & communication with clients.
• Leading a team of designers for website & branding.

Brand Manager
Yoe2 Latin Startup community (non-profit) - Miami, FL
2018 to 2021

• Developing a full brand identity kit with social media content
• Web design & development with e-commerce platform
• Event development for all events hosted with corresponding graphics/ads.

Web and Marketing Coordinator
Anything Display - Fort Myers, FL
2016 to 2017

• Migrated old database (miva cart) to a new platform (open cart)

- Consistent website maintenance and product upkeep
- Social Media Marketing
- Created advertising graphics for Website & social media

Digital Intern

Edgecore - Orlando, FL

2014 to 2016

- Managed & developed word press websites
- Website Design

Education

Bachelor of Science in Digital Arts and Design

Full Sail University - Winter Park, FL

2012 to 2014

Skills

- Photography (10+ years)
- Branding
- Web Design
- Graphic Design
- Photoshop (10+ years)
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Acrobat
- Adobe Dreamweaver
- Adobe Creative Suite
- Typography
- Illustration
- User Interface (UI)
- Adobe Premiere
- Video Editing
- Video Production
- Email Marketing
- Logo Design
- Content Development
- Analytics
- Photo manipulation
- CSS
- Sketch

- Art direction
- Content Creation
- User Experience (UX)
- Layout Design
- B2B
- Spanish
- Digital marketing
- Figma
- SEO
- Marketing
- Adobe XD
- Google Analytics
- WordPress

Languages

- English - Expert
- Spanish - Expert

Links

https://paulacorrales.com/

Certifications and Licenses

Google UX Design Certification
I am not entirely done with this certification, but I do want it to be known that I am taking it to further my knowledge in the UX Field