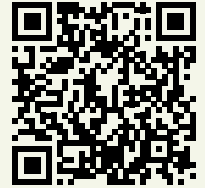


HELLO,



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PORTFOLIO



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PAOLA GUTIERREZ

Graphic Designer passionate about visual storytelling, fashion, and culture. Strong sense of composition and trend awareness with editorial experience across digital and print media. Organized, curious, and collaborative, always seeking to translate ideas into meaningful visuals and brand identity.

TOOLS

Photoshop | Illustrator | Premiere | After Effects | InDesign | Figma | Office | Jira | MidJourney | CapCut

LANGUAGES

Spanish - Native | English - C1+ | Italian - B1

CERTIFICATIONS

Domestika Introduction to Fashion Styling
Google User Experience Design (UX)

EDUCATION

Oct 2024 - Sept 2025
Idep Barcelona
Graphic Design Postgraduate

Sept 2019 - Sept 2023
Centro de Diseño de Modas
Communication and Fashion Styling

Jul 2015 - Jul 2018
Colegio Inglés Hidalgo
High School

WORK EXPERIENCE

Graphic Design Trainee | Pronovias Sept 2025 - Currently

Collaborated on graphic assets and campaign materials for global collections.
Adapted visuals for social and digital use with attention to aesthetics and trend relevance.

Editorial Coordinator | Revista Matatena Mar 2023 - Jun 2025

Led independent editorial projects inspired by youth culture and alternative fashion.
Coordinated creative teams and directed visual identity of issues.

Community Manager | Marquise Gemas Mar 2024 - Sept 2024

Created aesthetic-driven digital content and curated visuals aligned with brand storytelling.

Digital Content Creator | Flipante Magazine Aug 2023 - Feb 2024

Designed edgy, culture-driven editorial layouts.
Translated street and internet culture references into cohesive visual stories.