

Paola Trejo

Designer

I am a passionate, versatile designer open to new opportunities at innovative companies where I can have maximum impact and build on my non-profit experience.

EXPERIENCE

Visual Designer

[Donor Network West](#) Nov 2016 - Present

- Produced marketing materials for the Run/Walk fundraiser which enabled us to surpass our fundraising goal by 20% with a record of 800+ attendees
- Conceptualized compelling print and web designs and provide strategic direction
- Commissioned for a one-time set of illustrated characters that are now so popular it is being expanded into an illustrated calendar
- Designed a 24-panel exhibit showing impact of organ donations so highly sought-after there is a waitlist to host it

Freelance Designer

[Paola Trejo](#) Jan 2013 - Present

- Develop strategy for campaigns and implement rapid prototyping
- Manage visual design projects from concept to completion
- Design Lead for "Girls on the Run" gala
- Share best practices with design community: Designers + Geeks, XX + UX, Creative Mornings, and Cascade Events

UX Designer

[BioMedLink](#) Mar 2016 - Apr 2016

- Implemented card-sorting, competitive analysis, and usability testing
- Produced site map, personas, user flows, sketches, high-fidelity wireframes, and interactive prototypes
- Designed an online portfolio accessible to developing countries

Communications Coordinator

[Oakland/Berkeley Association of REALTORS](#) Jan 2015 - Mar 2016

- Produced creative deliverables and communicated updates to stakeholders
- Strategized with Board of Directors, and led website redesign, brand strategy, and content creation
- Established e-mail templates for weekly newsletters and special announcements, increasing readership by 100% in just 8 weeks.

Marketing Coordinator

[Meyer Sound](#) Jan 2008 - Jan 2013

- Led interviews, coordinated photoshoots, and wrote press releases
- Designed marketing collateral such as large-scale graphics, data sheets, brochures, keynote presentations, and social media campaigns
- Ideated, developed, and strategized marketing plans to expand LATAM presence
- Promoted from receptionist to marketing coordinator after just 1 year

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Oakland, CA

SKILLS

Web Design
Visual Design
Branding
Wireframing
Product Management
Concept Development
Localization
Usability Testing
UX Design
Illustration
Typography

EDUCATION

UX Design Immersive

[General Assembly](#)

Jun 2016

Bachelor of Arts

[Universidad del Valle de México](#)

Jul 2004

Graphic Design