PAULA DE LAS HAZAS

BRAND DESIGNER | VISUAL IDENTITY | EDITORIAL & INSTITUTIONAL COMMUNICATIONS

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SUMMARY

Brand and visual designer with experience in **building identities and producing editorial, digital and print content** for institutional audiences and cultural organisations. As a Brand Designer I managed **brand consistency** and communications across four institutions inside Nebrija University, while delivering publications, campaigns and multimedia assets from concept through production.

EXPERIENCE

Brand Designer
SEPT 2024-ACT

Nebrija University | nebrija.com

Supported brand consistency across 20 departments and 7 faculties by developing identity guidelines and producing reusable digital and print assets.
Editorial publication, ensuring professional and high-quality standards.
Production of digital and print materials, including brochures, technical sheets, reports, and programmes, while maintaining a consistent visual language aligned with the institution.

MMMAD Festival Expo
FEBR 2023-MAY 2024

Urban Digital Art Festival | mmmad.art

Developed and produced an original video-art piece for the festival's fifth edition, translating the curatorial theme "i'm feeling lucky" with Touch Designer and delivering the final work for the exhibition.

Design Intern
ENE 2023-JUL 2023

Art Gallery | planta1.es

Designed newsletter content, exhibition-opening posters and artist dossiers for 3 exhibitions.
Used WordPress to publish and update the gallery's website, keeping online content aligned with the newsletter.
Supported artist communication and follow-up, maintaining the gallery's database.

Designer for Digital Gastronomy Magazine
SEPT 2020 - MAR 2021

Noticias Gourmet | noticiasgourmet.es

Produced photography, infographics, short-form video, social assets, and web assets such as advertising banners, web enhancements; drafting of press releases using WordPress and SEO.

SKILLS

AI & Emerging Tech
Claude | Adobe Firefly | ChatGPT | Gemini | Midjourney | Framer
Software
InDesign | Photoshop | Illustrator | Premiere Pro | Figma | Canva | WordPress

EDUCATION

Bachelor's Degree in Digital and Multimedia Design
2020 - 2024

Universidad Antonio de Nebrija