



Paula Voitane
Art Director & Visual Designer
Copenhagen, Denmark

Portfolio <https://paulavoitane.com>
Email voitanepaula@gmail.com
Phone +45 50 65 07 19

Experience



Art Director & Digital Asset Coordinator at MINI A TURE®

2025 – 2026

Full time • Copenhagen, Denmark

- Art-directed seasonal campaigns including SS26, from concept and mood boards to casting, styling, on-set direction and final edit approval.
- Introduced an AI-assisted workflow that extended the SS26 shoot into new scenes and motion, becoming a central part of the campaign.
- Rolled out campaign content across e-commerce, social and retail partners including Boozt and Zalando, in 16 languages.
- Led the in-house creative team and external partners, including hiring a creative assistant.



Brand & Marketing Designer at The Pilates Club®

2024

Contract • Copenhagen, Denmark

- Led campaign creative direction, aligning visuals and messaging with the club's values across all social media channels.
- Created visually engaging Instagram content to boost engagement and brand visibility.
- Developed a content strategy tailored to Pilates beginners, pregnant women, and local community.



Freelance Visual Designer at paulavoitane.com

2023 – 2024

Freelance practice, specializing in Marketing Content, Branding & Creative Direction and Illustrations.



Visual Content Designer at EcoTree®

2022 – 2023

Full time • Copenhagen, Denmark

- Created tailored sales and marketing collateral to support business development and client engagement.
- Led a full brand refresh, including brand guidelines, illustration style and assets for digital and print.
- Designed and produced digital content for web, social media, and client-facing platforms.
- Captured and edited photo and video content from events and field visits.



Marketing Designer at Valida Health®

2021 – 2022

Contract • Copenhagen, Denmark

- Designed marketing materials for both digital and print, focusing on COVID-related content.
- Consulted on marketing strategies to support vaccine initiatives.
- Created flyers, flag banners, business cards and other material for outreach campaigns.



Marketing Designer at MRC Healthcare®

2021 – 2022

Contract • Copenhagen, Denmark

- Created content for social media and the website to engage users.
- Designed infographics that simplified complex medical information.
- Developed research summaries and visual materials for sales presentations.



Visual Content Designer at Tardigrade Tactical®

2020 – 2021

Full time • Copenhagen, Denmark

- Translated complex technical data into clear, engaging presentations.
- Developed branding and merchandising strategies for product promotion.
- Created product photos, videos, newsletters, and catalog content.
- Managed website updates and content via Shopify.



Visual Designer & Interior Assistant at SIRIN x Framax®

2017 – 2019

Part time (during studies) • Copenhagen, Denmark

- Captured product photos and updated website content via WordPress.
- Handled staging and visual merchandising for product displays at the physical store.
- Supported customers and co-planned product release events.



Graphic Designer at Nethart®

2016

Internship • Aarhus, Denmark

- Created visually engaging brochures, icons, and presentation templates to enhance branding and communication materials.

Education



BA Degree in Design & Business at KEA - Københavns Erhvervsakademi (now EK)

2017 – 2019

Copenhagen, Denmark



AP Degree in Multimedia Design & Communication at Business Academy Aarhus

2014 – 2016

Aarhus, Denmark



Professional Degree in Textile & Form Design at Riga School of Design and Art

2010 – 2014

Riga, Latvia

Volunteering



Event Assistant at TEDxCopenhagen

2020

Copenhagen, Denmark



Logo and SoMe Content Designer at KøbenhavnerSnuden / 2nd Paw

2019

Copenhagen, Denmark

Looking forward to hearing from you,



Paula Voitane

Art Director & Visual Designer

Copenhagen, Denmark

Portfolio <https://paulavoitane.com>

Email voitanepaula@gmail.com

Phone +45 50 65 07 19