

Paige Paules

graphic designer



I am a professional graphic designer with over 23 years of experience applying technical and creative abilities to diverse customer projects. I thrive on collaboration within a team and also work well independently. I am detail- and deadline-driven, motivated to always complete tasks according to budget and schedule goals, all while providing exceptional customer service.

EXPERIENCE

Senior Designer | Clipper Magazine, Mountville, PA

Apr 2003 - Apr 2020

- Utilized Adobe Indesign, Photoshop and Illustrator to create advertisements for direct mail magazine.
- Worked with clients and sales reps directly in order to provide a high level of customer service and to meet or exceed client expectation.
- Researched print errors as part of a Quality Assurance Team, providing valuable feedback on error history as well education and enlightenment on future prevention of such errors.
- Provided art direction daily for a team of seven designers, checking over their work in terms of design, marketing strength and overall content.
- Assisted with all aspects of client email blasts including art creation, client research, copywriting, proofing and approvals.
- Trained newly hired designers in all aspects of direct mail ad creation

Broadcast Designer | CBS WFOR-TV, Miami, FL

Jul 1998 - Aug 2002

- Responsible for the daily creation of all graphics featured on the live CBS newscasts for the South Florida viewership.
- Trained newly hired designers in all aspects of on-air graphic creation in terms of design and content.
- Created a "Style Book" to aid new designers in learning the company's processes.
- Assisted in the creation and design of a yearly Hurricane Protection Guide magazine.

EDUCATION

Keiser College | Ft. Lauderdale, FL | Associate of Arts

Graduated June 1998

Major : Computer Graphic Design

Florida State University | Tallahassee, FL | Bachelor of Science

Graduated Dec 1995

Major : Meteorology | Minors: Art, Physics & Mathematics

PROFESSIONAL SKILLS

- Visual Design for Print
- Indesign, Illustrator, Photoshop
- MS Office
- Mac and PC platforms
- Advertising & Marketing Understanding
- Customer Service
- Team Building
- Organization
- Training & Mentoring
- Problem Resolution
- Detail-Oriented

CONTACT

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ONLINE PORTFOLIO

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