

Pamela Esmaque

UX/UI and Graphic Designer

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Dear Sir/ Madam
Kia ora tātou,

Over 10 Years of Expertise: Pamela, a distinguished UX and UI Graphic Designer, boasts an impressive decade-long career marked by innovation and excellence.

Pamela's leadership and commitment to social responsibility further define her as the ideal candidate to lead a design team, bringing her unparalleled expertise to elevate your digital experiences and drive innovation.

- **Comprehensive Design Approach:** Crafting in-store graphics, point-of-sale materials, and digital assets that synergistically elevate the customer's shopping experience, whether it's in the physical store or online.
- **Seamless UX/UI Fusion:** Implementing UX/UI principles in digital design to guarantee a smooth and user-friendly online shopping journey. Comprehending the intricacies of the online customer experience and translating them into captivating visual elements.
- **Brand Harmony:** Creating compelling designs for both digital and print media, ensuring uniform brand representation across all customer touch-points.
- **Interdisciplinary Collaboration:** Working closely with cross-functional teams, including marketing, communication, and visual merchandising, to develop harmonious online and offline promotional materials.
- **Proficiency in design and coding software and applications,** including Adobe Creative Suite (Photoshop, Illustrator, InDesign), VS Code (HTML, CSS and Javascript)
- **A solid foundation in print** knowledge and document preparation gained from six years of experience with APN publications.
- **Video Editing:** The ability to create and edit videos to craft compelling stories for marketing or promotional ads.

Ngā mihi,



Pamela Esmaque