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As a UX/UI and Graphic Designer, I craft immersive digital experiences and captivating visuals that not only engage users but also leave a lasting impression. My passion for design, backed by a keen understanding of user-centric principles, drives me to create solutions that seamlessly blend aesthetics with functionality.

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Contact

Phone

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Email

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Address

40 Ara Paiwhenua Tawa,
Wellington

Education

2022

UX Web Design - Level 6

Yoobee College - Wellington

2012

Master in Design - Level 9

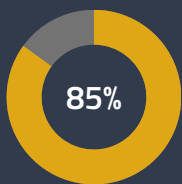
Auckland University of Technology

2007

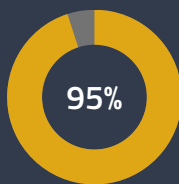
Diploma Graphic Design - Level 7

Media Design School - Auckland

Expertise



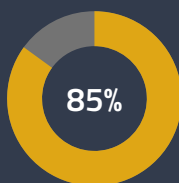
Multimedia



UX/UI



Adobe CC
Cloud



HTML/CSS/
Javascript

Portfolio:

<https://esmaquelstudio.com/>

Pamela Esmaquel

UX/UI & Graphic Designer

Work Experience

2022 - Sept 2023

Barnardos

Graphic & Multimedia Designer

- **Graphic Design:** Multimedia Designers use graphic design software to create visually appealing images, illustrations, and graphics for websites, social media, advertisements, brochures, and other marketing materials.
- **Project Management:** Managing multiple projects simultaneously, meeting deadlines, and ensuring that projects are completed within the given timeframe..

2013 - 2021

URBANUS Limited

LEAD Designer - Marketing

1. **Design Leadership:** Set the design vision and strategy for projects, ensuring alignment with internal goals and objectives.
2. **Team Management:** Lead, mentor, and inspire a team of designers, fostering their growth and development.
3. **Project Management:** Oversee multiple design projects, from concept to completion, ensuring they are delivered on time and within budget.
4. **Cross-functional Collaboration:** Collaborate with marketing, development, and other teams to ensure design aligns with overall project goals.
5. **POS:** Customer Up-selling using integrated promotional design in the Point of Sales System

2007 - 2012

AAP Australian Associated Press

Senior Graphic Designer

1. **Layout Design:** Create visually appealing and reader-friendly layouts for magazine articles, newspaper pages, and promotional materials.
2. **Illustrations and Graphics:** Design custom illustrations, infographics, and graphics to complement editorial content.
3. **Photo Editing:** Enhance and retouch photographs to ensure high-quality visuals.
4. **Typography:** Select appropriate fonts and typography styles that enhance the readability and visual appeal of content.
5. **Collaboration:** Work closely with editors, writers, and vendor to understand their design needs and provide creative solutions.
6. **Brand Consistency:** Ensure that all design elements align with the publication's brand guidelines and maintain a consistent visual identity.
7. **Deadline Management:** Meet project deadlines and prioritize tasks effectively, especially in a fast-paced publishing environment.

Referee: Upon Request