PAULA L. VARGAS

CONTACT

✉ **paulalynn@actualizegraphics.com**

☎ **360-610-8912**

🌐 paulalynnvargas.myportfolio.com

🌐 actualizegraphics.com

EDUCATION

**Bachelor of Applied Science
Visual Communication**

PROFICIENCY

Adobe Creative Suite

Illustrator	★★★★★
Photoshop	★★★★★
InDesign	★★★★★
Captivate	★★★★
After Effects	★★★
Premiere Pro	★★★

Microsoft Office

PowerPoint	★★★★★
Word	★★★★★
Outlook	★★★★★
Excel	★★★

SKILLS

Page Layout & Design
Vector Graphics
Technical Illustrations
Photo Manipulation & Optimization
Presentation Design
Interactive Media Development
HTML5, CSS
Web Design
Online Course Development
Learning Management Systems
Audio & Video Editing

REFERENCES

Marcia Neu
Director of Marketing Communications
marcian@legendbrands.com | 360-202-7418

Josh Gates - Senior Graphic Designer
joshg@legendbrands.com | 360-757-9509

Justin Sanders - Senior Web Developer
j.sanders@legendbrands.com

ABOUT ME

Graphic Designer and Multimedia Developer with 20 years of experience designing and delivering engaging content that elevates understanding, information retention, and memorable messaging. Expert user of Adobe Creative Suite on a PC (Windows OS) with advanced knowledge of Microsoft Office tools. Detail-oriented designer and effective communicator, quick and efficient work within collaborative groups or independently using strong time-management and analytical skills. Ability to create compelling and strategic designs for print, digital marketing and interactive online courses.

PROFESSIONAL EXPERIENCE

PRESENT 2024 | FREELANCE GRAPHIC DESIGNER
Actualize Graphics, Burlington, WA 98233

Design branding and marketing assets including logos, marketing materials, social media imagery, infographics, PowerPoint presentations and web assets. Create marketing materials including sales sheets, catalogs and print ads for a variety of business markets. Enhance and manipulate photos for print ads and isolate product photos for use in online shops. Design website assets such as web banners and icons. Develop interactive user manuals for online access.

2024 2011 | MULTIMEDIA DEVELOPER
Legend Brands, Burlington, WA 98233

Designed new product labels for industrial-grade equipment and cleaning products, established and directed design revision processes to accelerate productivity, and delivered artwork to print vendors to support production. Created original artwork and revised existing designs for sales sheets, catalogs, and print ads for distribution at tradeshows and printed publications. Produced digital assets and performed product photo editing and manipulation to enhance content. Designed web banners and icons, and isolated product photos for use on websites. Developed specialized online training modules, published SCORM-compliant content to Learning Management System and provided technical support to end users. Created animated infographics and multimedia presentations using HTML5 and MS PowerPoint.

2011 2005 | MULTIMEDIA TECHNICIAN
Westwood College Online, Westminster, CO 80021

Produced multimedia and graphic design projects for higher education. Redesigned publisher provided presentations to strengthen content. Developed interactive, educational demonstrations for online courses. Contributed to online course development within a Learning Management System and maintained web page templates using HTML and CSS. Edited and optimized original and stock digital photography, organized assets for internal use and managed an online stock photography account. Created vector graphics for educational and demonstrative animations. Edited, optimized, and published audio and video files for the web. Uploaded and maintained multimedia content on web servers. Collaborated with multimedia team members on various projects.