

PORTFOLIO

PAULA MORERA



## ABOUT ME

My name is Paula, and I am a graphic designer. **I consider myself a creative and passionate person in my work.** Throughout my career, I have tackled all aspects of design, including frontend (HTML and CSS) alongside UX/UI, because I love learning and exploring new ways of creating. As a result, I have specialized in brand creation and restyling. **All these learned aspects allow me to play a comprehensive role, which is further enhanced by my studies in Fine Arts, giving me a special sensitivity when creating.** Through **methodical execution and broad knowledge**, I seek to add great value to every project I am involved in.



**2016**  
Altea (Alicante)

**2017**  
Altea (Alicante)

**2017 - 2018**  
Benidorm (Alicante)

**2018**  
Catarroja (Valencia)

**2019**  
Torrent (Valencia)

**2020 - Now**  
Valencia

**Junior  
Graphic Designer**  
Solojeep España

**Graphic Designer  
(Freelancer)**  
Graphic Design Studio

**Graphic Designer**  
Aqualandia  
Terra Mítica  
Mundo Mar

**Graphic Designer  
English Teacher**  
Valencia Language Club

**Graphic Designer  
Department Head**  
DP Gràfics

**Senior Graphic  
Designer**  
Cactus Digital Signage  
[www.cactusds.com](http://www.cactusds.com)



## TRAINING & EDUCATION

2010 - 2015 Valencia

2017 - 2018 Altea

2019 - 2020 Valencia

2020 - 2023 Catalonia



**Fine Arts (U.P.V.)**  
Polytechnic University of Valencia



**Graphic Design course**  
Digital Studio (600h)



**Design and Development of Websites**  
CSIF (500h)



**Master's Degree (UOC)**  
Design, Visual Identity, and Brand Building

## COLLABORATIONS



**MELIÀ**  
ALICANTE



**DEGREASER**



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Brand Books, logos, restyling

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## BRAND CREATION

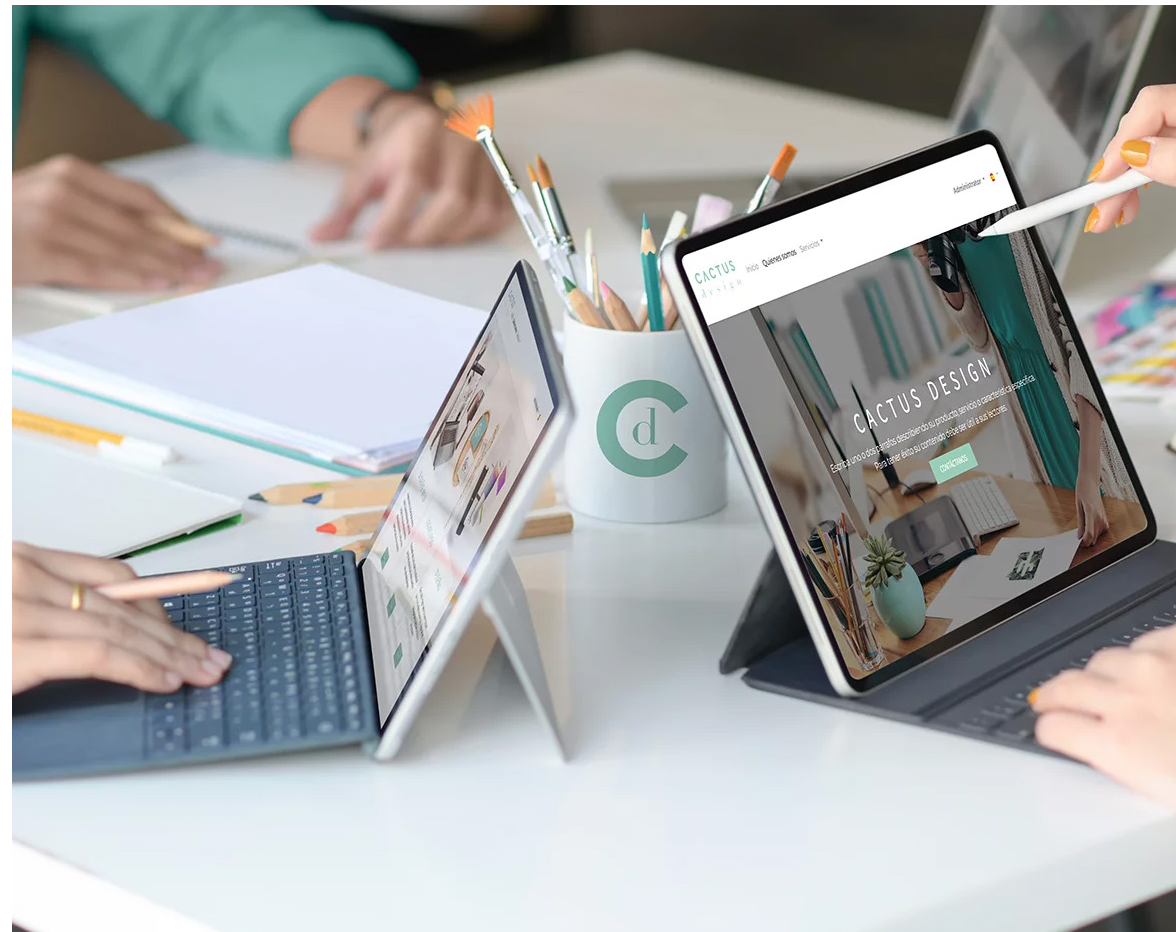
Standing out from the crowd is essential to capture the attention of our target audience. **Brand creation involves a careful selection of visual elements that faithfully reflect the values and personality we want to convey.** When I undertake brand creation from scratch, my goal is to represent all of that through different applications, both online and offline. However, **to achieve this, it is essential to create and document all these elements in the brand's corporate identity manual**, ensuring that any designer working with us understands clearly **how to represent our brand consistently and effectively.**



Brand restyling "Cactus Signage" [www.cactusds.com](http://www.cactusds.com)



Creation of the brand "Cactus Design" [www.cactusdesign.es](http://www.cactusdesign.es)







Logo creation for **José Morera S.L.U. 55 Anniversary**



Logo creation for the winner of the **national 'Latte Art' championship**  
Héctor Hernández



Logo creation '**Fitness meals 2017**'

## LOGO CREATION

A logo is the visual signature of a brand. It's a distinctive graphic representation that encapsulates the essence of the brand and uniquely identifies it in the market. **The logo should align with the brand's needs**, respecting the unwritten conventions that guide its optimal use across various applications. Here are just a few examples.





*Restyling of the logo 'Graphic Design Studio,' originally created in 2017 and updated in 2021 for my master's degree project in brand creation at the UOC*

## LOGO RESTYLING

For the continuous evolution of the brand and its adaptation to market changes, **restyling is a beneficial practice.** It's also used to correct any defects or issues that affect its effectiveness or readability. On the other hand, it can be part of a rebranding effort, thus serving as a broader reinforcement of the brand.

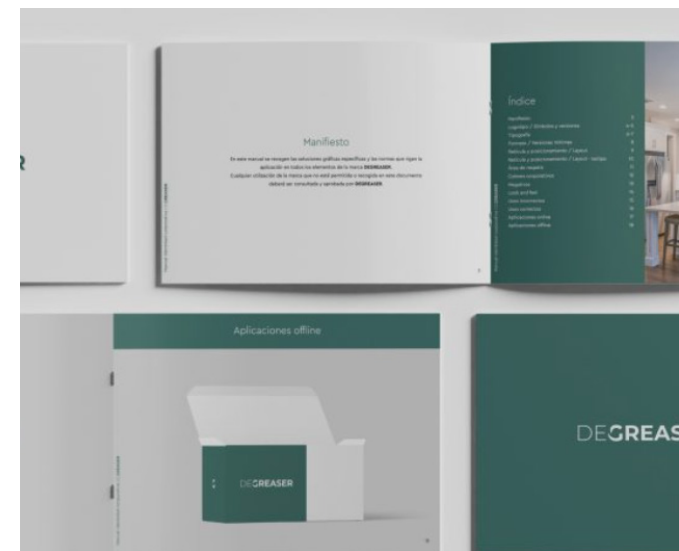






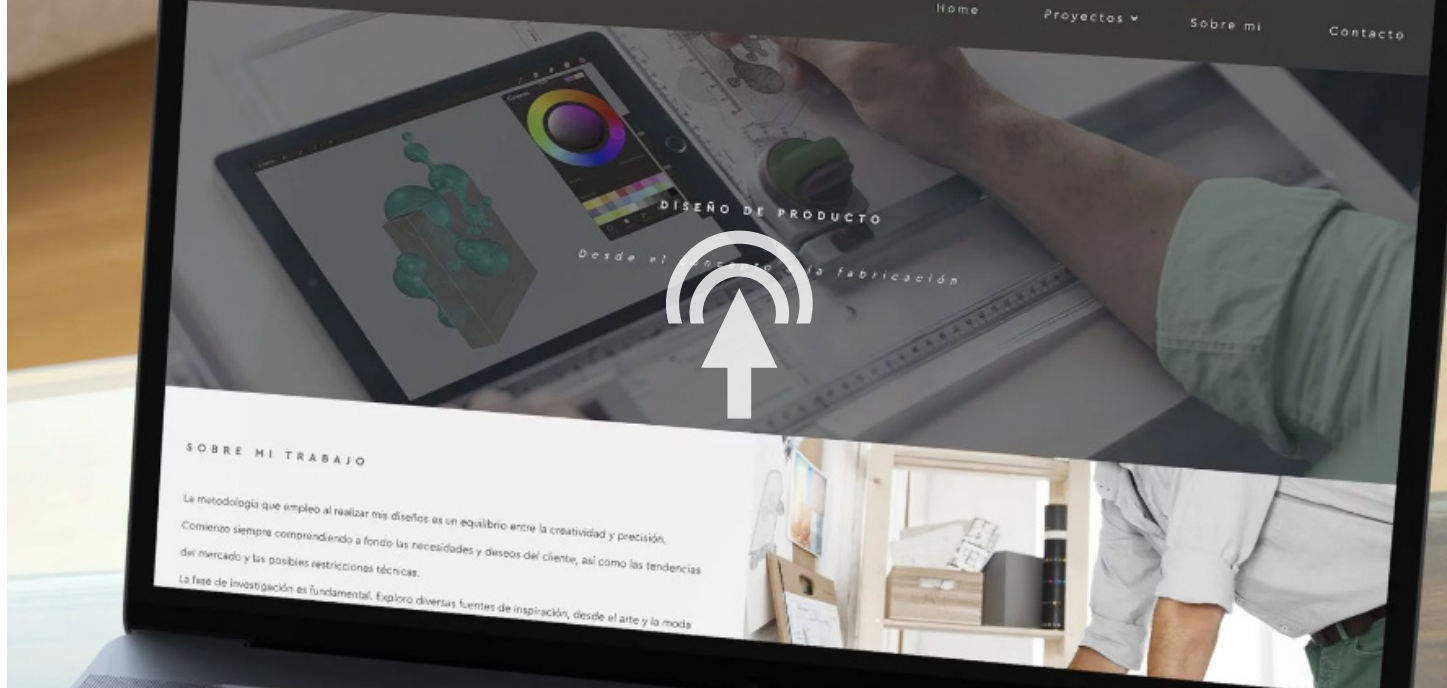
## BRANDBOOKS

A brand book or corporate identity manual **provides clear guidelines on how to use the visual elements of the brand**, such as the correct use of the logo, colors, typography, and graphics, ensuring a consistent appearance across all brand communications and materials. **When I create such a manual, I consider the consistency of the message.** To achieve this, I define the brand's voice and tone, as well as key messages. **I also protect the brand and guide other designers in creating designs**, helping them understand the brand identity and standards, and how to apply them in their daily work.





[www.centromedicoesteticoasser.com](http://www.centromedicoesteticoasser.com)



[www.studiolovecraft.es](http://www.studiolovecraft.es)

## WEB DESIGN AND LAYOUT

The website serves as the storefront for many businesses. **In 2018, I decided to specialize in web design and development.** Since then, I have been creating websites on **WordPress + Elementor.** Before starting the construction process, **I immerse myself in user experience (UX/UI) design, creating prototypes in Figma** to show to the final client and ensure their satisfaction. Once the design is approved, I proceed to acquire the **domain** and connect it to the **server.** Then, I host the site and begin the construction process. In addition to WordPress, I have experience in creating websites using **Bootstrap, HTML, and CSS, Joomla, Shopify, and Wix.**

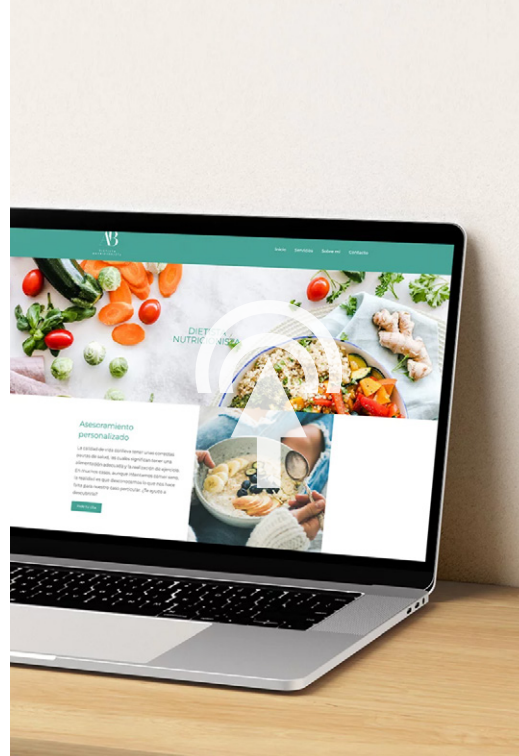


[www.torreauditori.com](http://www.torreauditori.com)





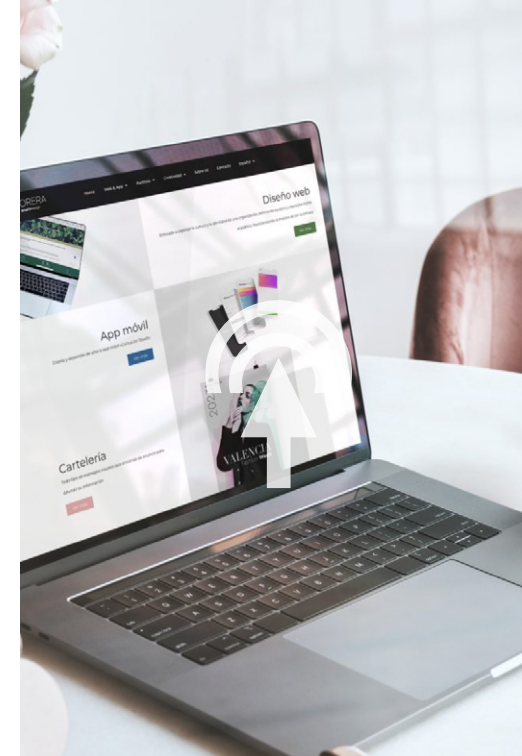
[www.canal-zero.com](http://www.canal-zero.com)



[www.alballesternutricion.es](http://www.alballesternutricion.es)



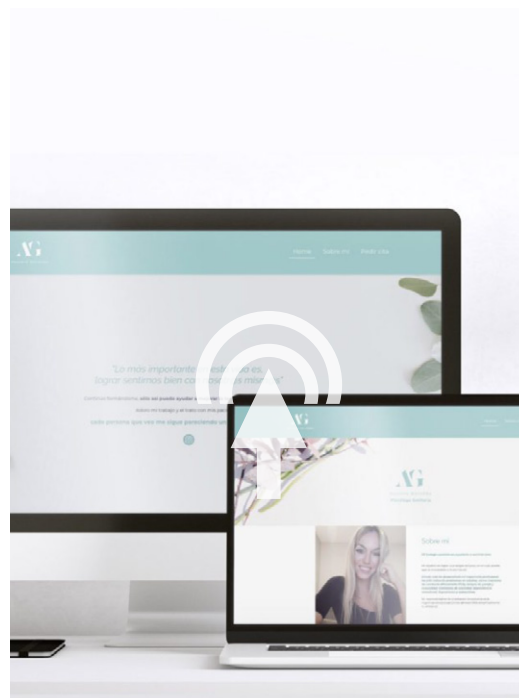
[www.morera.com](http://www.morera.com)



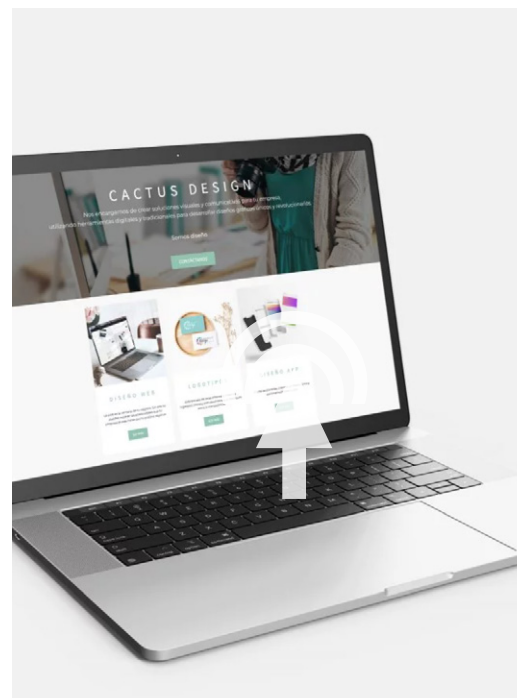
[www.paulamorera.com](http://www.paulamorera.com)



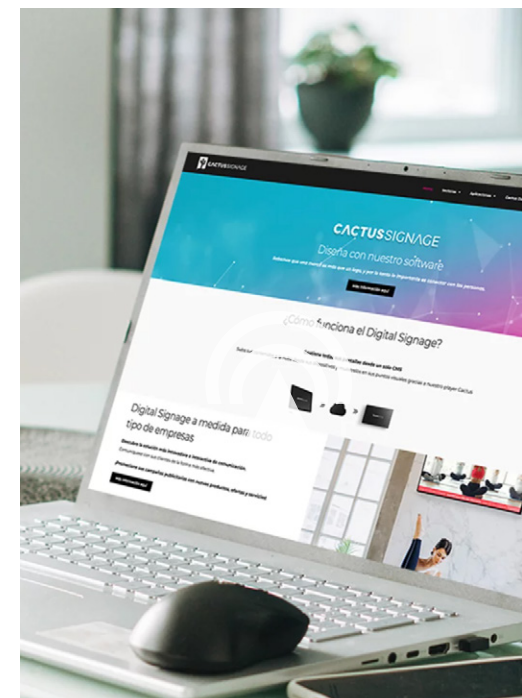
[www.proamarcolor.com](http://www.proamarcolor.com)



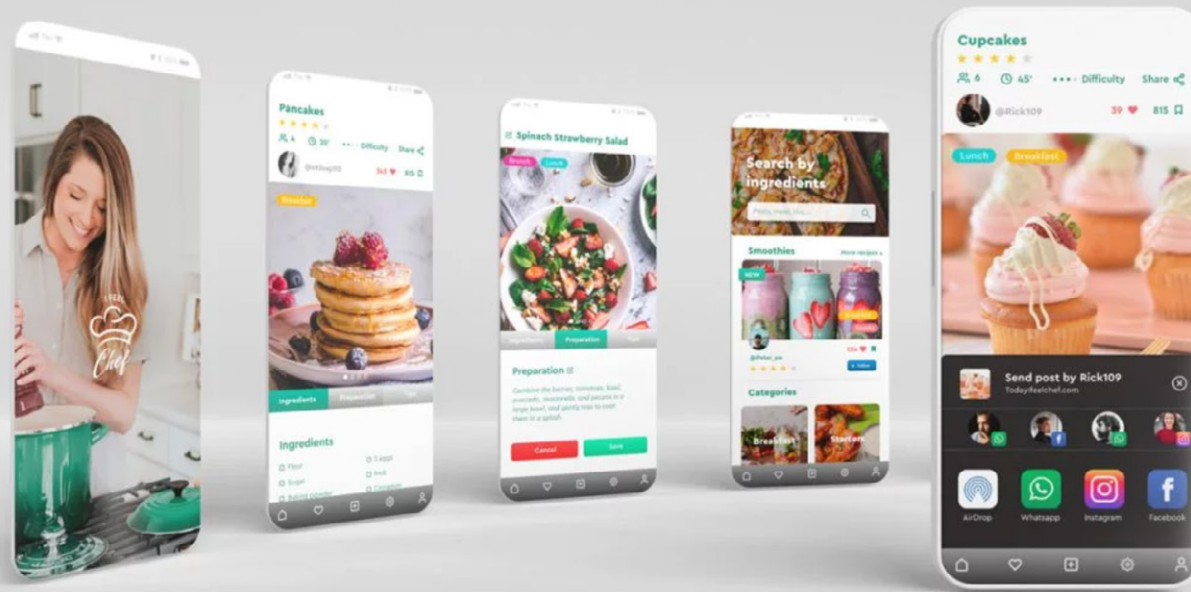
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[www.morera.com](http://www.morera.com)

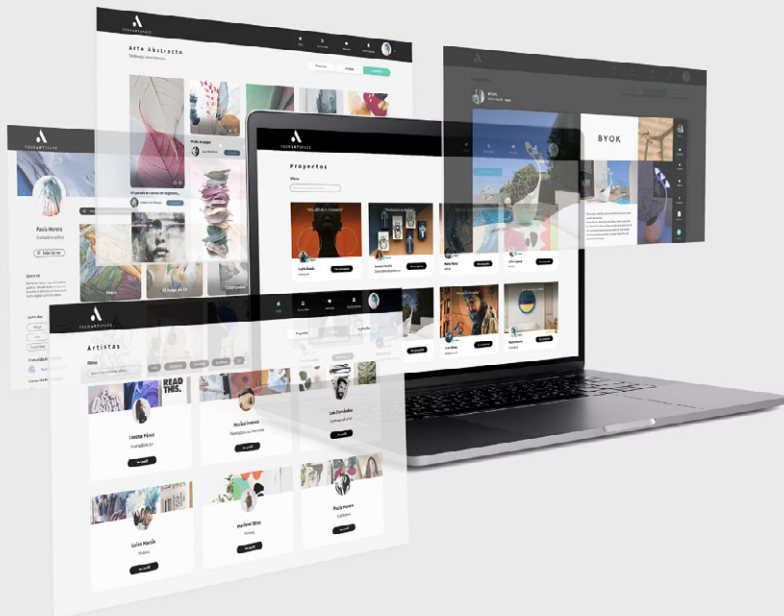


[www.cactusds.com](http://www.cactusds.com)



## FIGMA

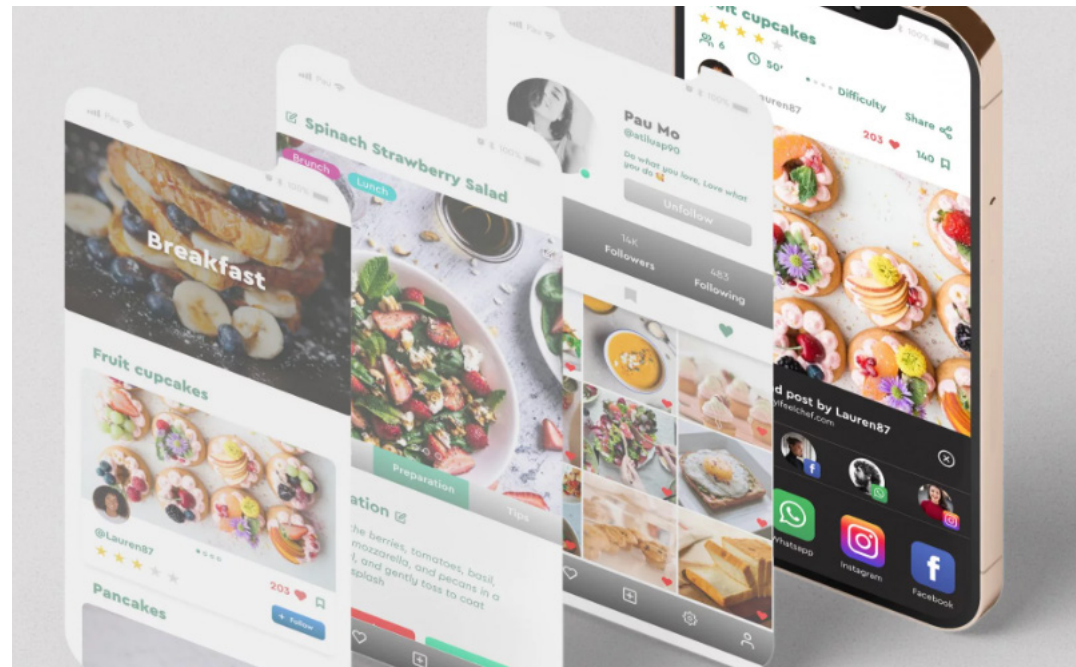
I use Figma for its **collaborative design capabilities**, allowing me to work with multiple users on the same project. With this application, **I create interactive prototypes that allow me to test, validate, and ideate before moving on to the development stage.** It's versatile and allows me to adapt my designs to different devices.



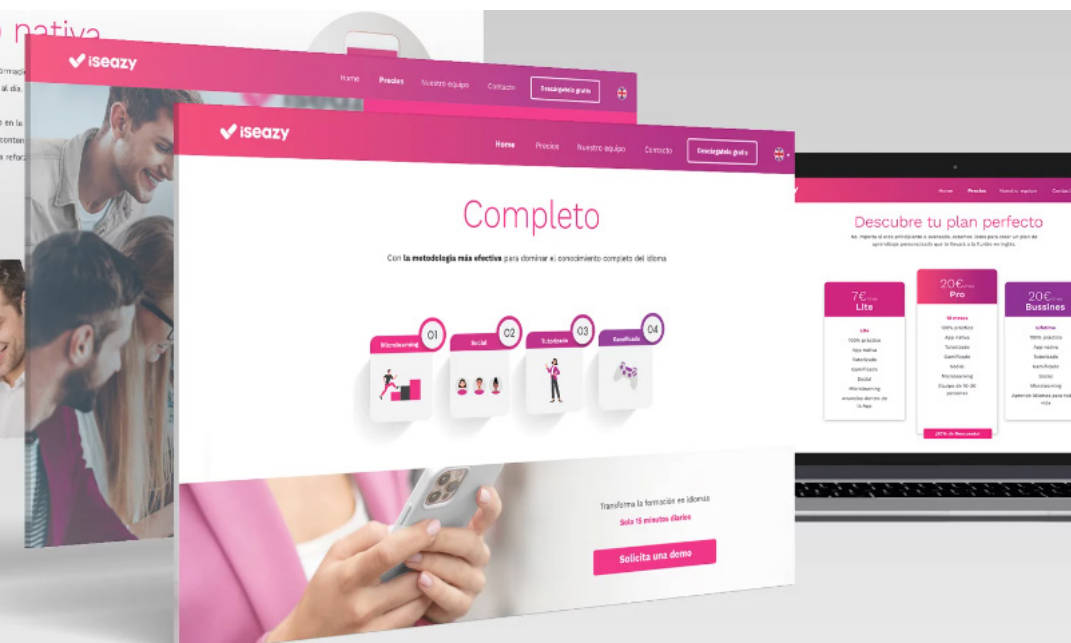




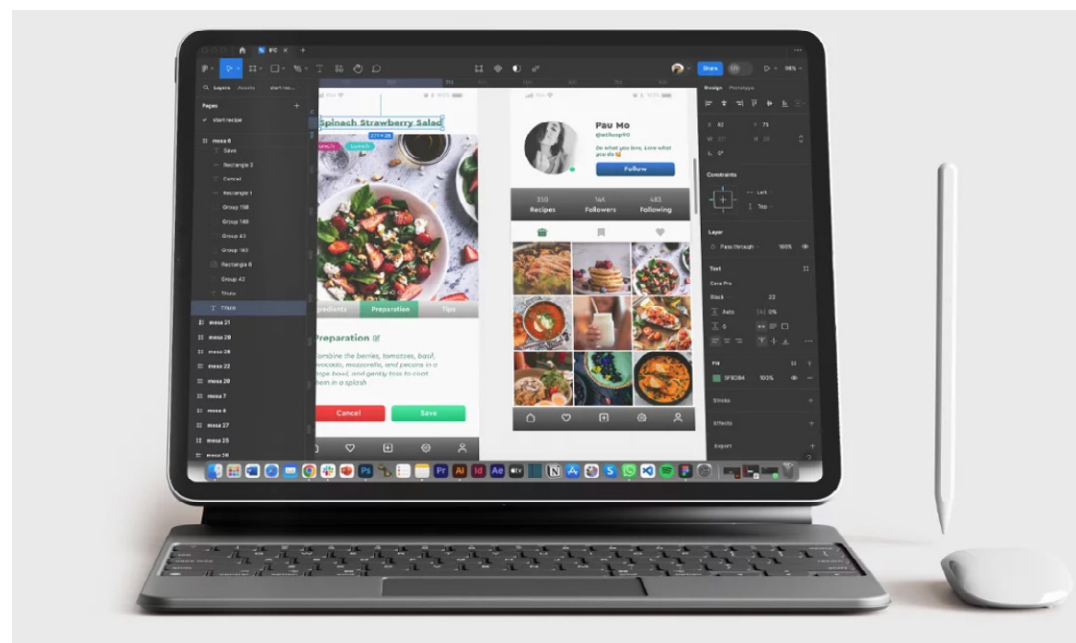
Creation of a content management platform



Creation of a mobile application for recipe sharing



Creation of a web platform



Creation of a mobile application for recipe sharing



## PHOTOGRAPHY AND EDITING

A photograph is a visual representation of reality or imagination captured in a specific moment. **Fine Arts provided me with the opportunity to study the traditional photographic process**, where it was achieved through the exposure of light-sensitive film.

Later, I shifted my focus to digital photography, and **now I enjoy combining various types of photography within my work**, from product photography to portrait photography.







*Machintosh SE 1/20 + Photo retouching*



*Mauritius Island 2017*



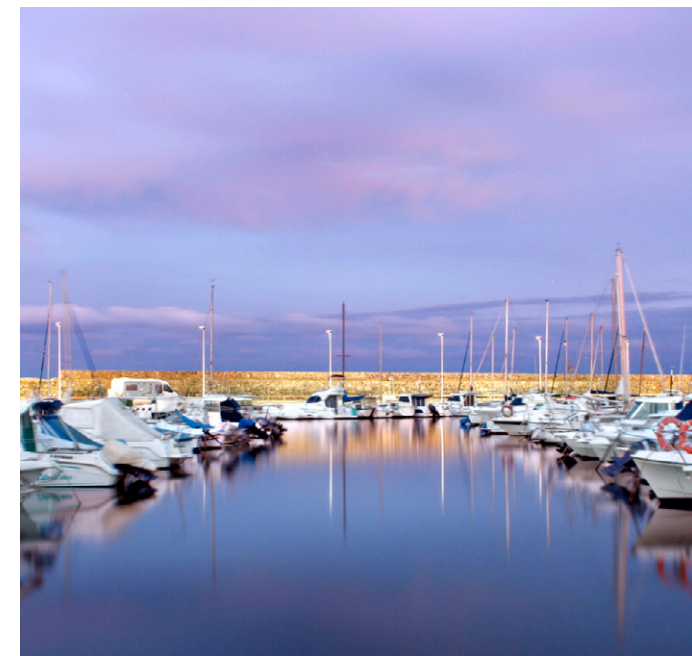
*Portrait photography 'Sara González'*



*Photo shoot for 'Natra Cacao'*



*Wildlife photography*



*Landscape photography*



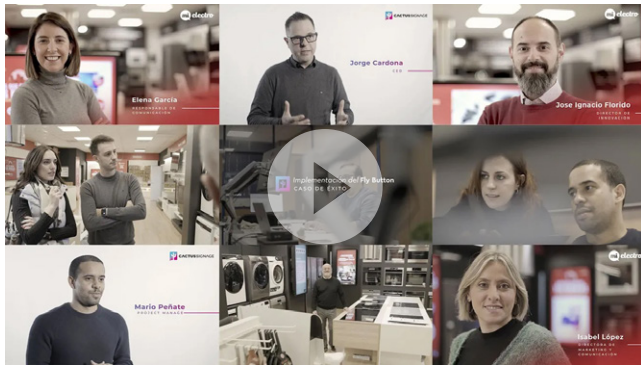


## VIDEO AND EDITING

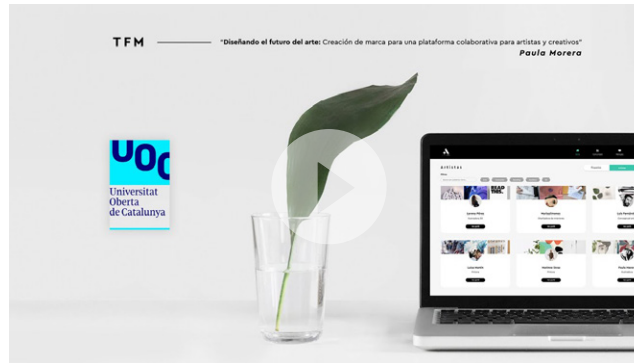
**For over 10 years, I've delved into the world of recording and editing video content,** taking courses that taught me how to capture stories through video. Currently, this allows me to refine and shape the ideas and messages that I want to convey through video and its subsequent editing. To achieve this, I use different types of cameras and editing programs, including tools like **After Effects and Premiere.**







Discover the success story of Fly Button. As a graphic designer, I've had the privilege of participating alongside a filming team in creating the visual identity of these two great companies



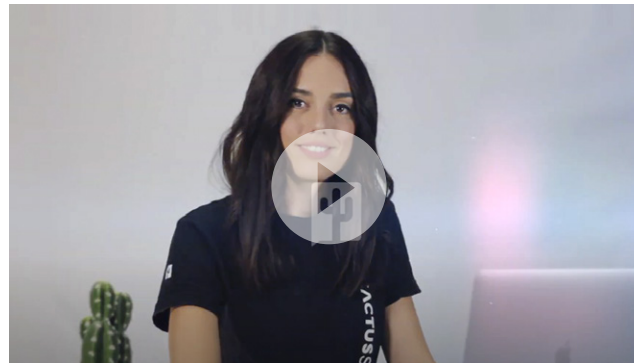
Master's Thesis: Brand creation for a collaborative platform for artists



Visual example of what Cactus Signage, the company I currently work for as head of the design department, does



Time-lapse illustration in Procreate. Subsequent video editing for viewing



Direction, recording, and editing of tutorial videos for the content management platform Cactus Signage



Creation of a promotional video for the medical aesthetic clinic Asser



Visual example of UX/UI design in Figma



Research work: Innovation and research in design and its impact on society



Visual depiction of the creation of the Cactus Design brand



"Trend collection Catalog"

## LAYOUT

When I layout, I try to bring ideas and concepts to life through the strategic arrangement of visual and textual elements provided by the client. This includes everything from choosing the perfect typography that fits the brand values of the company or client to adjusting white spaces. My process involves combining technical skills with an artistic vision, always seeking to balance aesthetics with functionality.



Representación ficticia de la portada "Vogue"





19 Layout for Cactus Signage company presentation



By clicking on the image, you'll be able to see the creative process



Layout Studiobricks + Cactus Signage

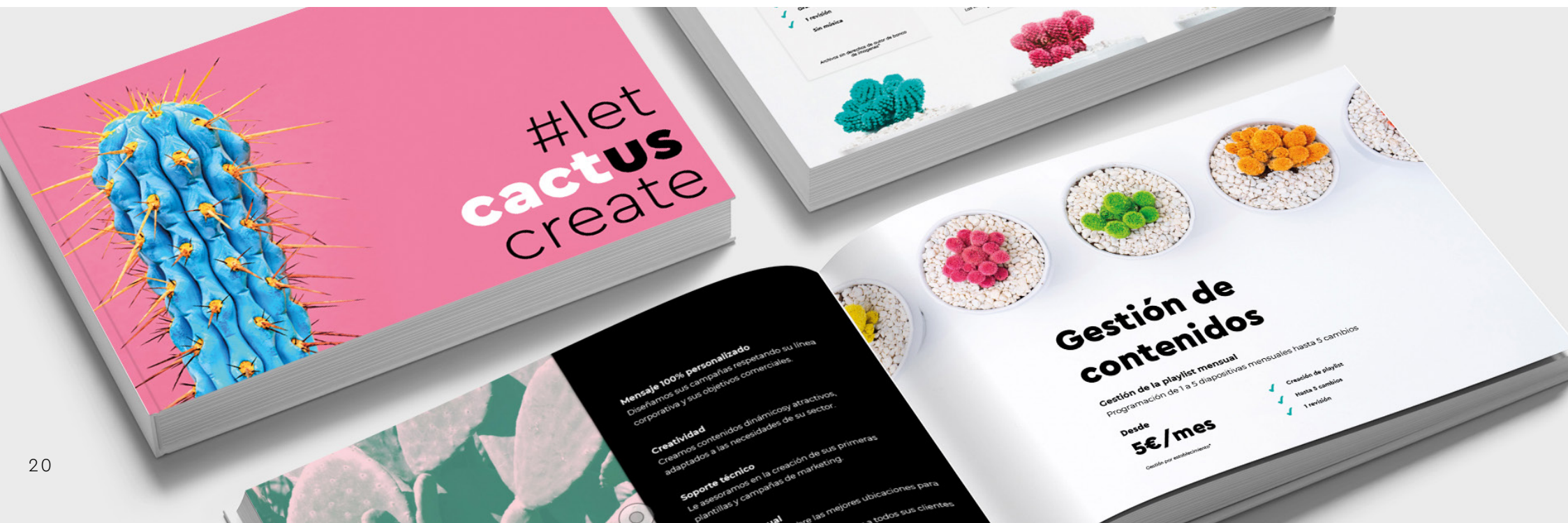




Layout for José Morera S.L.U. catalog



Marketing plan for Torre Auditori Barcelona







## PRINT DESIGN

Print design differs from online design particularly in color management and technical considerations such as crop marks, the use of CMYK for printing, and managing file weight and links. However, in terms of visual impact and content presentation, print design should be equally captivating as its online counterpart, ensuring effective communication with the reader. Below, I share some examples of printed works done for various clients and companies.



**Promoción**  
Del 15 al 31 de Julio

centromedicoesteticoasser.com

**As Ser**  
centro médico  
estético

*¡Llámanos y te informamos!*  
692 733 810

**Bono de 5 sesiones de ingles y axilas**  
Línea interglútea e ingles integrales  
**200 €**

FEB 8 - FEB 16

2023

**VALENCIA**  
Fashion Week

RALPH LAUREN Calvin Klein GUCCI MICHAEL KORS

**VALENTINE'S DAY**

**DE LAB.**

**THE GRILL**

*Il Vero*

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## PACKAGING

Brand identity, functionality, clear readability, sustainability, product protection, visual appeal, and sustainability are **the 7 fundamental points to consider when designing packaging.**





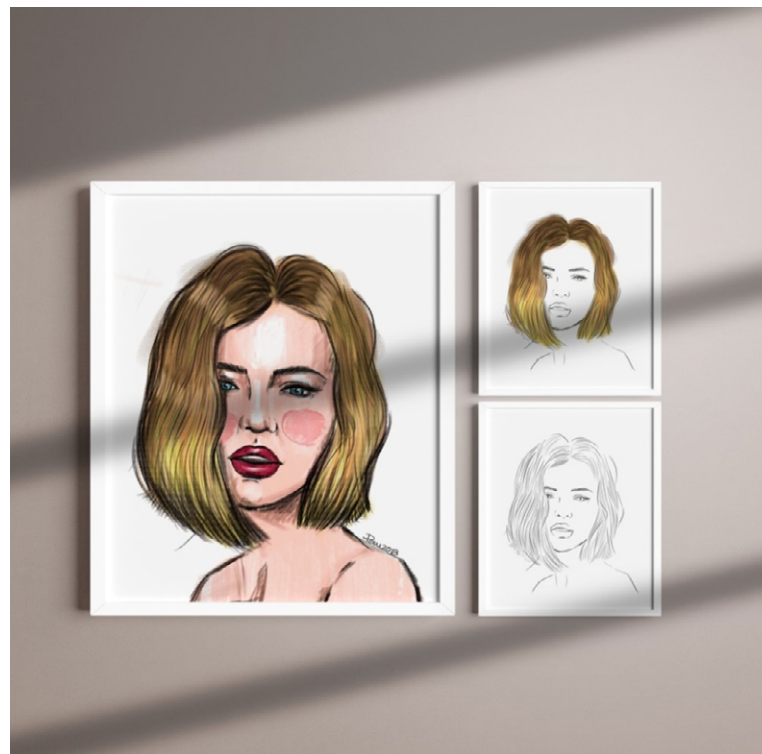


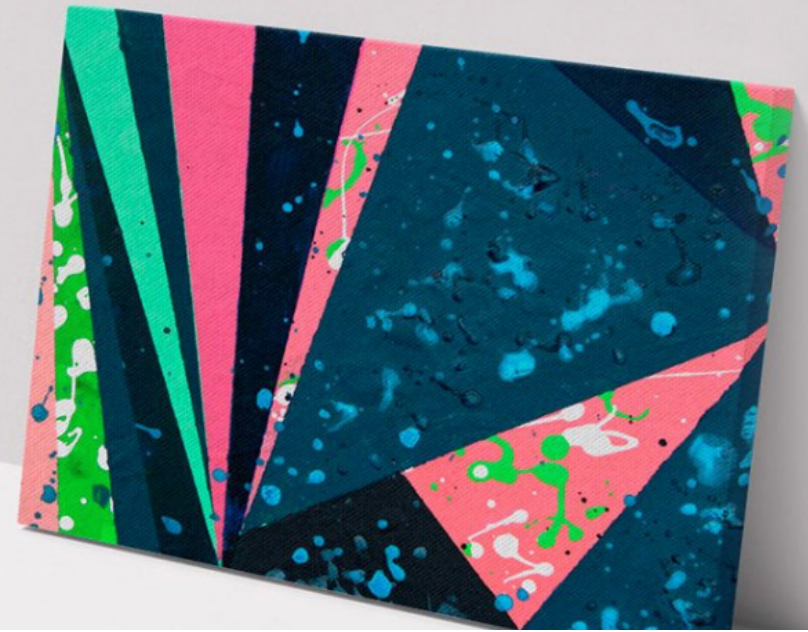
## ILLUSTRATIONS

**As a graphic designer, I have the pleasure of saying that I'm also an illustrator,** a skill I developed thanks to my education in Fine Arts, and one that I proudly apply in my designs, layouts, and videos.










## A R T

**To conclude, I find it enriching to add a touch of art to this portfolio,**  
given my background in Fine Arts and the inherent artistic nature of design.




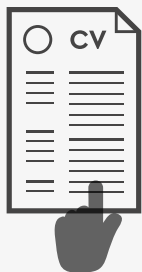


 Paula Morera

 [paula@morera.com](mailto:paula@morera.com)

 @paula.graphicdesign

 +34 692 357 209



PORTFOLIO ONLINE

[WWW.PAULAMORERA.COM](http://WWW.PAULAMORERA.COM)