



# PAOLA TORRES MALDA

ART DIRECTOR & ILLUSTRATOR

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- Mexico City

## PROFESSIONAL EXPERIENCE

- CHIAT \ DAY NY \ TBWA \ HEALTH COLLECTIVE NY | Remote  
ART DIRECTOR | ILLUSTRATOR  
Creative campaigns and social media content for brands such as Moderna, Delix, Libtayo and in-house projects.
- TERAN \ TBWA \ EG+ NY | Remote  
ART DIRECTOR | ILLUSTRATOR  
Creative campaigns and social media content for brands such as BiC, ExxonMobil, LEGO, MetLife, Schneider, Designory and in-house projects.
- FYLO Oklahoma | Remote (JUL-NOV 2021)  
CREATIVE DIRECTOR | ILLUSTRATOR  
Brand design. In-house content creation for web and illustration, UX/UI Design.
- METEORO (NOV 2019-JUN 2021)  
SR ART DIRECTOR | ILLUSTRATOR  
Creative campaigns and social media content for brands such as Aperol, Telcel, Sneaker Open, Tubbies among others.
- QUIMIX (MAY 2019-NOV 2019)  
ART DIRECTOR  
Chief of design department. Creation of in-house content for events, social media, branding and packaging of the company’s brands.
- ASPRINT | DIAGEO (2017-2018)  
ART DIRECTOR  
First Drink Visibility Designer. Creative design for advertising campaigns (ATL, BTL and Digital) for DIAGEO Mexico.

## EDUCATION

BACHELOR IN GRAPHIC DESIGN  
UNIVERSIDAD IBEROAMERICANA

## SOFTWARE

- ADOBE CREATIVE SUITE  
Ps, Ai, Id, Lr, Xd.
- UX | UI DESIGN (IN PROGRESS)  
FIGMA
- ILLUSTRATION  
PROCREATE

## QUALITIES & SKILLS

- Art Direction  
Illustration  
Graphic Design and UX  
Advertising Campaigns
- Adaptability and Dedication  
Determination  
Perfectionism  
Creativity

## NOTED

### EG+ | DESIGNORY | TBWA

#### SOCIAL MEDIA CONTENT AND BRANDING

Collaboration in the creation of identity of content for brand recruitment, published on linkedin.

### EG+ | TBWA

#### IN-HOUSE PROYECTS AND BRANDING

- Decks and masters to present future projects
- Pro-activities to integrate the team and to learn more about the Mexican culture.

### BIC

#### BRANDING

Creation of banners and illustration for several Campaigns.

### KBL COSMETICS

#### BRANDING

Branding and launch of new products

### DiDi FOOD | FOODIDIES TOUR

#### EVENT BRANDING AND ILLUSTRATION, END TO END

Creation of full event identity, stationary, assets and personalized illustrations for participating influencers.

### TELCEL | TIKTOK CHALLENGE #REDDESONRISAS

#### BRANDING CHALLENGE FOR TIKTOK

- Creation of the identity for the challenge.
- Launch of the most successful Hastag in Latin America.
- Reactivation of the iconic Telcel and Torreblanca song.
- +25K user videos.
- +18M videos views using #RedDeSonrisas.
- Positive conversation was created around the brand.
- From 0 to 262.3K followers.

### APEROL

#### SOCIAL MEDIA CONTENT

Coherence in their Instagram profile.

### TUBBIES

#### SOCIAL MEDIA CONTENT AND BRANDING

- Creation of social media content.
- Branding and launch of new products: Tubbies 2go, Bubbliies.

### SNEAKER OPEN

#### SOCIAL MEDIA CONTENT

- Collaboration with Chevrolet.
- Illustration for intervention of brands such as Nike, Adidas, Fila, among others.

### QUIMIX

#### BRANDING

Branding and launch of new products (Repel plag kids, Malatop).

### ASPRINT | DIAGEO

#### PHOTOSHOOT AND DESIGN

Direction of photoshoot and design of menu and assets for world-famous bar, Tenampa.