Paula Puebla Vasco



+34 666 308 922 | paulapuevas@gmail.com

Brand designer and design strategist.

I think before I design: I research, listen and question what we take for granted until the brand makes sense. Then I direct how it looks, with cohesive visual identities and graphic universes, creative judgement and visual narrative.

Experience

Graphic and Web Designer. WinnerPartners.
December 2025 – present
Landing pages for digital launches and ad creatives for Meta Ads campaigns.

Graphic and Web Designer. BAIANAI.
February – November 2025
Visual identity development, support in conceptualization and brand graphic coherence.

Multimedia Graphic Designer. Grupo Entrepinares.
July – September 2024
Brand identity support across multimedia formats for Grupo Entrepinares and Valdecuevas.

Graphic and Brand Concept Designer. PUNTA25.
December 2022 – January 2023
Conceptualization and development of the PUNTA25 brand and its associated hotels.

Languages

Spanish – native
English – intermediate (B2)

Education

New Technologies Applied to Performing Arts
2025 · Live visuals, scenic narrative and audiovisual design.

Degree in Graphic Design
2021 – 2025 · Visual identity, creative conceptualization and graphic systems.

Higher Vocational Diploma in Illustration
2018 – 2020 · Illustration as a tool for visual ideation.

Clients and collaborations

Copilot (with Brut agency), Porsche, IdeaFood Center, La Perdiz Roja, Grupo Entrepinares.

Software

Adobe Creative Cloud · Figma · Miro
WordPress + Elementor + WooCommerce
3ds Max · TouchDesigner · Resolume Arena
AI tools

Brand strategy

Research and market study
Competitor analysis
Target customers (personas)
Positioning

Creative direction

Visual conceptualization
Graphic universe development
Art direction for brands and culture
Visual coherence and narrative
Visual storytelling

Design and execution

Branding and visual identity
Editorial design
Applied illustration
Applied photography
Web design