

PAULA BIANCA QUERO

Graphic Designer | Web Designer | Social Media Manager

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Portfolio: Paula.framer.ai

Professional Summary

Graphic and Web Designer with over four years of experience creating websites, branding, logos, and marketing materials for businesses and freelance clients. Skilled in Figma, Framer, Adobe Photoshop, Adobe Illustrator, and Canva. Experienced in building websites from concept to launch, creating brand identities, and working closely with clients to turn ideas into clear and effective designs. Able to manage multiple projects, communicate with clients, and deliver quality work on time. Looking for a stable opportunity where I can continue to grow and contribute my skills.

Core Skills

Graphic Design • Web Design • UI/UX Design • Brand Identity • Logo Design • Website Layout • Wireframing • Sitemap Planning • User Flow • Responsive Design • Figma • Framer • Adobe Photoshop • Adobe Illustrator • Canva • Social Media Management • Content Creation • Microsoft Office • Google Workspace

Professional Experience

Co-Founder & Creative Manager

IT-Yann Foodies | January 2026 – Present

- Co-founded the business and helped build the brand from the ground up.
- Created the brand identity, including the logo and visual style.
- Designed promotional materials for social media and marketing.
- Managed the business's social media accounts and online presence.
- Planned and created content to promote products and engage customers.
- Worked with the team to support daily business operations and marketing activities.

Graphic Designer & Web Designer

Ageslowly | 2026

- Designed the company logo and brand identity.
- Created brand guidelines to maintain a consistent visual style.
- Designed the website layout and user interface.
- Planned the website structure, sitemap, and page layout.
- Created wireframes and mockups using Figma.
- Worked closely with the client to turn ideas into a clear and user-friendly website.
- Suggested design ideas and improvements to match the brand and business goals.

- Prepared design assets for website development.

Web Designer | Graphic Designer | Social Media Manager

Asul na Crus / 2025

- Created the complete brand identity, including the logo, color palette, and visual style.
- Designed the company logo and marketing materials.
- Planned, designed, and built the official website from concept to launch.
- Created the website structure, sitemap, user flow, and page layouts.
- Worked closely with the client to turn ideas into a clear and engaging website.
- Managed the company's social media accounts and content calendar.
- Designed promotional graphics and created captions for social media.
- Maintained a consistent brand identity across the website and social media.

Freelance Graphic & Web Designer

Self-Employed / 2020 – Present

- Designed websites, logos, brand identities, and marketing materials for clients.
- Created responsive website designs using Figma and Framer.
- Worked with local and international clients.
- Managed multiple projects while meeting deadlines.

IT Service Desk Associate

Accenture / September 2019 – March 2020

- Provided technical support to end users.
- Resolved software and hardware issues.
- Documented incidents and met service level targets.

Private Tutor

Self-Employed / April 2020 – January 2022

- Taught students in one-on-one sessions.
- Prepared lessons and learning materials.

Education

Bachelor of Science in Information Technology
Saint Louis College
2015–2019