

# JJ Paolino

DIGITAL DESIGNER

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## PROFILE

Digital Designer with over 6 years of experience in the creative and travel industry. Proven track record of creating engaging and visually appealing digital designs for a variety of platforms. Expertise in user-centered design, branding, and motion graphics. Highly skilled in Figma and Adobe Creative Suite (After Effects, Photoshop, Illustrator and InDesign).

## WORK EXPERIENCE

### Digital Designer

P&O Cruises | Southampton | August 2019 - Present

- Develop and maintain P&O Cruises design system
- Figma advocate and Organisation Admin for Carnival UK's first corporate instance
- Highly skilled in using After Effects to craft captivating motion graphics, compelling narratives, and elevate video content across all digital platforms
- Equipped with the CPUX-F certification from UXQB, showcasing expertise in user-centered design and usability principles to deliver exceptional user experiences.
- Build, evolve and scale design practices within the creative studio
- Pioneered and led the in-house production and vision for all Social Media and Display ad activity to drive engagement and revenue for the business
- Designed, built and developed P&O Cruises first digital publication suite including online brochures, magazines and marketing campaign toolkits
- Implemented and designed digital signage and TV portals for our newest ships Iona and Arvia

### Email Marketing Executive

P&O Cruises | Southampton | May 2018 - August 2019

- Pioneered visually appealing and interactive email elements with the use of CSS, HTML and GIFs which are still in use by the team today
- Delivered engaging and responsive emails with an average 30% Open and 16% CTR
- Helped to refine and implement email templates for the wider team to save time and allow creation at scale

### Marketing Executive

Nuffield Southampton Theatres | Southampton | March 2017 - May 2018

- Designed print and digital collateral for our in house and touring productions
- Set up and helped launch a new £30m Southampton city centre arts venue with print and digital marketing materials
- Created CRM targeted emails and direct mail collateral to drive box office and online bookings

## SKILLS

### Software

Figma  
After Effects  
Adobe Creative Suite  
HTML / CSS  
Wordpress

### Additional

UX / UI  
Product Design  
Design Systems

## EDUCATION

BA in Electronic Media Arts and Technology  
The University of Tampa | Florida | 2009

References are available upon request