

Paula Salar

Digital Designer | UX-Aware Visual Designer | Accessible Design

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ABOUT ME

Creative, detail-driven Digital Designer with 15+ years across brand, digital, print, and multimedia. Much of my career has been in community services and education, sectors where design genuinely matters to the people it reaches. As the sole digital design owner at a 200-person non-profit, I handled everything from brand standards and website management to video production and major publications. I design for clarity, accessibility, and real-world impact.

PROFESSIONAL EXPERIENCE

Digital Designer

2020 – 2026

Windermere Child and Family Services

Narre Warren, VIC · Hybrid

Sole digital design owner for a 200+ person non-profit, responsible for all visual communication across web, print, video, and digital platforms.

- **Digital asset production:** High-volume delivery of social media graphics, email visuals, web banners, infographics, brochures, digital signage, and event materials across all service areas and campaigns.
- **Annual Impact Reports:** Planned, designed, and produced four consecutive annual digital reports (2021 to 2024). Managed the full process from scripting and filming CEO and Chair interviews through to editing, layout, and publishing, covering hero banners, data visualisations, case study sections, and financial summaries.
- **Video and multimedia:** Produced video content for an internal staff series and organisational campaigns, handling planning, filming, editing, captioning, and publishing independently.
- **Website management:** Owned the organisation's website end-to-end, applying UX principles to improve navigation and usability, optimising assets for fast load times across desktop and mobile, and managing content, page redirects, user access, and embedded documents.
- **Brand and sub-branding:** Maintained organisation-wide design guidelines and brand standards. Developed sub-brand identities for disability support, family day care, and internal training programs.
- **Stakeholder and agency management:** Partnered with 6+ internal teams and external suppliers including a digital marketing agency, web development agency, design support studio, and print supplier across campaigns, publications, signage, and interiors.

Key Achievements:

- Designed a new disability icon for Windermere, a single unified symbol representing the full spectrum of disability, developed in consultation with staff and community. Replaced the traditional wheelchair symbol across all platforms and was warmly received internally and by the broader community.
- Consistently managed a large and varied design workload independently, handling everything from day-to-day requests through to major publications and campaigns without compromising on quality or deadlines.

Creative Designer

2018 – 2020

Stellar Edge (Freelance)

VIC, Remote

Independent design practice serving clients across health, real estate, financial technology, and online media, delivering branding, websites, print, publications, and social media.

- Designed full brand identities, websites, and landing pages tailored to each client's audience and goals, across health, wellness, and fintech sectors.
- Created digital publications including eBooks, online course materials, and editorial layouts, as well as video advertisements and social media content.
- Managed projects autonomously from brief through to delivery, including client consultation, creative direction, and multi-round iteration.

Key Achievements:

- Designed a digital publication that reached number one in its Amazon category.
- Built the complete digital presence for a California-based financial technology startup, including website, partner sign-up portal, video ads, and social media.

Graphic Designer & Content Creator

Shen Wade Media Pty Ltd

2015 – 2018

VIC, Remote

Delivered a full brand and digital suite for a fast-growing online media company running multiple brands including The Feminine Woman.

- Designed and produced social media assets, eBooks, membership pages, online course materials, video advertisements, and campaign landing pages across multiple brand relaunches.

Key Achievements:

- Contributed to a 29% revenue increase within three months through a strategic brand relaunch covering landing pages, digital products, and campaign visuals.

Visual Design Lead / Creative Designer

Behavioural Technology Group

2012 – 2015

NSW, Remote

- Led the design team across web and mobile products, setting creative direction and working closely with developers on wireframes and prototypes. Promoted from Creative Designer to Design Lead within five months.

EDUCATION

Bachelor of Science in Product and Industrial Design

2006 – 2009

Mapua Institute of Technology, Manila, Philippines

CERTIFICATIONS AND ONGOING LEARNING

- Inclusive Digital Design for Business Microcredential, University of the Sunshine Coast
- Adobe Creative Cloud Training, Adobe Online Learning
- Online Marketing Fundamentals, Google Digital Garage
- Interaction Design Membership, Interaction Design Foundation

TOOLS AND TECHNOLOGIES

Design: Adobe Photoshop, Illustrator, InDesign, Canva

Motion and Video: Adobe Premiere, After Effects, Audition, Captivate

Prototyping: Figma, Adobe XD, InVision

Web: Umbraco, HTML, CSS, WordPress, Webflow, Squarespace

Marketing: Mailchimp, Google Analytics, HubSpot, Ontraport, Exclaimer Cloud

Project Management: Asana, Trello, Jira, Monday, Microsoft Planner

Productivity: Microsoft 365, Google Workspace

References available upon request