

Paula Salar

Senior Digital Designer | Accessibility & UX Specialist | Design Systems

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CORE COMPETENCIES

Accessibility | Visual Design | UX/UI Design | Design Systems | Brand Strategy | Video Production | Web Design | CMS Management | Cross-Functional Collaboration | Creative Direction | Stakeholder Communication | Project Management

PROFESSIONAL SUMMARY

Digital Designer specialising in accessible, multi-channel visual systems for mission-driven organisations. 15+ years translating complex business services offerings into clear, human-centred design across web, print, video, and brand. Proven track record building Web Content Accessibility Guidelines (WCAG) compliant digital assets, managing high-volume creative output for organisations and businesses, and leading website projects from strategy through to execution. Currently operating as an independent consultant while seeking the next in-house or agency opportunity. Combines design thinking with practical execution, using AI tools to accelerate workflow while keeping creative direction and accessibility standards human-led.

PROFESSIONAL EXPERIENCE

Senior Creative Designer (Independent Consultant)

Independent Practice, VIC (Remote/Hybrid) | 2026 – Present

Operating as an independent design consultant following the conclusion of a 6-year tenure at Windermere Child and Family Services. Available for contract, project-based, or permanent opportunities in accessibility-focused design, brand systems, and digital communications.

- **Accessibility audits and remediation:** Reviewing client websites and digital assets against WCAG standards, delivering actionable recommendations and rebuilt compliant components. Packaging design (in progress): Redesigning packaging labels for a lactose-free milk range for an Australian food and beverage client, pending product approval ahead of retail launch.
- **Packaging design:** Redesigning packaging labels for a lactose-free milk range for an Australian food and beverage client, pending product approval ahead of retail launch.
- **Video content strategy and production guide:** Scoped, quoted, and delivered a full discovery, filming setup, and shoot guide package for a Melbourne home organising business, enabling the client to self-produce on-brand video content with iPhone-only kit.

Senior Digital Designer

Windermere Child and Family Services, Narre Warren, VIC (Hybrid) | 2020 – 2026

Sole digital design owner for a 200+ person non-profit organisation, responsible for all visual communication across web, print, video, and digital platforms. Led creative strategy, managed external agencies, and maintained organisation-wide brand standards.

- **Digital asset production:** Delivered 40–60 assets per month across social media, web, email, print, and event materials for 8+ service areas and campaigns, maintaining 98% on-time delivery rate.
- **Annual Impact Reports:** Planned, designed, and produced four consecutive annual digital reports (2021–2024) using custom HTML and CSS built to WCAG 2.1 AA accessibility standards. Managed full production from filming the CEO and Chairman interviews, through editing, data visualisation, layout, and publishing.
- **Video and multimedia:** Produced 15+ video projects independently, including an internal staff series and organisational campaigns, handling planning, filming, editing, captioning, and publishing end-to-end using Premiere Pro and After Effects.
- **Agency and supplier management:** Briefed and coordinated 6+ external partners across web development, digital marketing, print production, photography, and design overflow, owning creative direction and quality assurance across all deliverables.

- **Website management:** Owned the organisation's Umbraco-based website end-to-end, including content publishing, CMS user administration, URL redirect strategy, and asset optimisation that improved page load performance by ~35%. Led website upgrade project in partnership with an external development agency.
- **Brand and sub-branding:** Maintained organisation-wide design guidelines and brand standards. Developed sub-brand identities for NDIS disability support, Family Day Care, and Windermere Academy internal learning platform.
- **Key achievement:** 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 adopted organisation-wide; estimated reach of 15,000+ community members annually.

Creative Designer (Freelance)

Stellar Edge, VIC (Remote) | 2015 – 2020

Independent design practice serving clients across health, real estate, fintech, and online media. Delivered full-service branding, web design, publications, and digital marketing assets.

- **Brand identities and web:** Designed complete brand identities, responsive websites, and landing pages tailored to each client's audience and goals. Built the full digital presence for a California-based fintech startup, including website, partner sign-up portal, video ads, and social media, supporting their launch and early growth phase.
- **Multi-brand creative output:** 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 (from \$45K to \$58K monthly) within three months of a strategic brand relaunch covering landing pages, digital products, and campaign visuals. Designed a digital publication that reached #1 in its Amazon category within 30 days of launch, generating 500+ downloads in the first month.

Visual Design Lead / Creative Designer

Behavioural Technology Group, NSW (Remote) | 2012 – 2015

- Led creative direction across branding, website UI design, and mobile app interfaces for B2B software products, ensuring all work aligned with user needs and business objectives.
- **Key achievement:** Promoted to Design Lead after five months in recognition of consistently delivering high-quality, practical interfaces that exceeded client expectations and reduced revision cycles by ~30%.

EDUCATION

Bachelor of Science in Product and Industrial Design

Mapua Institute of Technology, Manila, Philippines | 2006 – 2009

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- Inclusive Digital Design for Business Micro credential, University of the Sunshine Coast, 2024
- Online Marketing Fundamentals, Google Digital Garage, 2020
- Interaction Design Membership, Interaction Design Foundation, 2019
- Search Engine Optimisation Fundamentals, Coursera, 2018
- Adobe Creative Cloud Training, Adobe Online Learning, 2014

TOOLS AND TECHNOLOGIES

Expert: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects | Figma | HTML, CSS | WordPress | Mailchimp

Proficient: Adobe XD | Canva | Webflow | Squarespace | Umbraco | Klaviyo | HubSpot | Google Analytics | Asana | Trello

Familiar: JavaScript | ActiveCampaign | Ontraport | Jira | Monday

AI and Workflow: Claude (Cowork and Code) | Adobe Firefly | Midjourney | Cursor | Vizcom — used for ideation, content drafting, and workflow acceleration. Creative direction and design decisions remain human-led.