



PAULA BERNAL CARRO

PRODUCT DESIGNER

PHOTOGRAPHY &
ILLUSTRATION

ABOUT ME

Creative and determined. I feel a great passion for design, fashion and art. I consider myself a multidisciplinary professional with a strong desire to continue growing and learning. For me, teamwork is paramount when it comes to optimizing project results.

KEY SKILLS

- Figma
- Photoshop-Illustrator-InDesign
- Design Thinking
- Design Sprint
- Lean UX
- Agile: Kanban-Scrum
- Html-CSS-Bootstrap
- Research
- **Accessibility**
- **Prototyping con AI** (*in training*)
- Problem solving
- Copy writing
- Creativity
- Branding
- Comunicación
- **Leadership**
- Initiative
- Dedication
- Traditional & digital illustration
- Photography
- **Inglés C1 Advanced**
- German B1 Intermediate

CONTACT

Tf.: +34 651917431

Email: paula.bernal.carro@gmail.com

Portfolio: <http://www.design.paulanoidat.com>

Articles: medium.com/@paula.bernal.carro

LinkedIn: www.linkedin.com/in/paula-bernal-carro-design/



PROFESSIONAL EXPERIENCE

Lead Product Designer

Europcar Mobility Group. Apr 2022 - Jul 2025

- Product design team management
- Facilitation of stakeholder workshops
- Product design within agile processes

Product Designer

Zataca Systems. Dec 2021 - Jun 2022

- End-to-end app design
- Project presentations to clients and stakeholders

UX/UI designer

Inmovilla. Oct 2020 - Nov 2021

- Restructuring of CRM architecture
- Redesign of obsolete features
- Design of new functionalities

UX/UI designer freelance

Personal projects. Sept 2019 - Oct 2020

- Ideation for various digital products
- Creation of wireframes and prototypes
- Design of landing pages, emails, and websites using HTML and CSS

Head of design

The Weekender | Apr 2018 - Jun 2019

Design Lead

Stoller Europe | Nov 2016 - Oct 2017

Creative Director.

Burst&Co | Nov 2015 - Sept 2016

Art Director & Photographer

Noyke | Jan 2013 - Nov 2016



EDUCATION

Master degree in UX/UI

NEOLAND School, Barcelona | 2019

Master degree in Art & Culture management

U. Murcia | 2010-2012

Master degree in Illustration

Coco School, Alicante | 2012

Master degree in Photography & Lighting

Coco School, Alicante | 2010

Bachelor degree in Publicity & Public Relations

U. Alicante | 2009-2013

Bachelor degree in Audiovisual Communication

U. Salamanca | 2006-2009

Bachelor degree in Fine Arts

U. Salamanca | 2002-2007