**Enrique** **Paulin**

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PROFESSIONAL SUMMARY

Creative Director | Senior Art Director | Senior Graphic Designer | Visual Communicator | Team Manager | Project Manager | Storyteller with over 20+ years of experience in visual communication, graphic design, and web design. Expertise in integrative omnichannel marketing, brand strategy, and visual problem-solving. Proven leader skilled in taking ideas
from initiation. Collaborative approach with national and international B2B/B2C clients and
non-profits.

WORK HISTORY

**Creative Director** **Aug 2022 – Present**

World Justice Project | Washington, DC

Leads the creation and maintenance of WJP’s visual narrative by highlighting the organization’s commitment to advancing the rule of law. Develops new creative products and campaigns, leads a team of designers, and champions creative innovation, user-oriented design strategy, streamlined project management, and mission-centered brand building across WJP's entire portfolio of design products, including data-driven research reports, presentations, websites, social media assets, digital design, motion graphics, photography and branded collateral.

* Leads and contributes to strategic and creative brainstorming, ideation, and concept development to address communications, engagement, and fundraising goals and ambitions.
* Shapes the evolution of WJP's visual identity, emphasizing data visualization innovations, digital-first communications, and brand building.
* Manages and mentors a team of talented graphic designers and creative thinkers.
* Liaises with colleagues throughout the organization to understand short and long-term goals underlying design needs and aspirations.
* Envisions and develops new creative products and multimedia approaches to multi-channel campaigns.
* Leads by example, designing creative assets that make WJP research, data, and thought leadership more accessible, engaging, and people-oriented across various platforms.
* Scopes out projects, forecasts design capacity needs, and ensures adequate staffing to meet deliverables.
* Ensures project management strategies and workflows are efficient and predictable and supports team creativity and productivity.
* Ensures a consistent approach to branding across the organization.

**Creative Director** **Jan 2006 – Aug 2022**

DBM Inc. | Bethesda, MD

Conceptualized and developed innovative multi-channel visual communication solutions, including digital and printed media. Wrote headlines, slogans, and copy. Organized text with photographs, illustrations, typography, and other recommended graphic design elements to achieve the most-effective visual outcome—promoted increased sales by leading new business engagements with existing and new clients.

* Strategized and developed innovative multi-channel visual communication solutions, including digital and printed media (web design, graphic design, digital and printed marketing, videos, animations, brochures, infographics, exhibits, direct mail, billboards, logo design, signage, and wayfinding).
* Delivered a unified, cohesive visual narrative of clients’ brands across multiple channels through a clear understanding of their target audience and integrated marketing, achieving a more significant impact on their campaigns.
* Managed the development and execution of graphic projects to achieve the client's corporate objectives while maintaining their brand identity, visual identity, and branding standards.
* Provided technical supervision and guidance for creative materials for customers, printers, and fabricators. Supervised various creative projects for promotional and marketing materials, including digital and printing projects (websites, brochures, and annual reports).
* Developed powerful websites that strike a balance between usability and aesthetics by defining the goal of the website, utilizing UI/UX best practices, architecting wireframes, creating prototypes, performing comparative industry analyses, identifying the primary user and their behavior, and structuring site architecture for optimal functionality, scalability, search engine optimization (SEO), and performance.
* Performed front-end development (including WordPress) and coordinated with back-end developers, SEO specialists, and electronic media marketers for optimal site launches.
* Worked with external client’s cross-team members by summarizing input from marketing, market research team, and sales force.
* Work closely with printers to prepare files for production and markup proofs to ensure the highest quality reproduction of printed projects.
* Established, mentored, and nurtured relationships with writers, editors, production managers, videographers, developers, and contractors to ensure timely delivery and adherence to project budget and specifications.
* Selected and managed an effective team of contractors of designers, copywriters, videographers, digital marketers, and SEO specialists.
* Created new business opportunities for the agency and supported the existing
client base.
* Generated influence to move DBM Inc. toward out-of-box projects that increase the company’s visibility and client interest and generate increased revenue targets.

**Creative Director/Principal** **Jan 1995 - Dec 2005**

Paulin Creative Group | Washington, DC

Founder of Paulin Creative Group, a marketing, communications, and graphic design studio specializing in innovative visual communication solutions, including direct mail pieces, brochures, posters, billboards, permanent and traveling exhibits, flyers, invitations, business forms, stationery, and websites.

* Developed headlines, slogans, and copy.
* Provided clients with creative/art direction to help achieve their goals.
* Collaborated in developing marketing strategies for clients with writers, photographers, and printers.
* Developed new business opportunities and nurtured the existing client base.
* Maintained and developed a successful freelance business.

**Senior Art Director** Jan 2001 - Dec 2002

The Borenstein Group | Fairfax, VA

* Conceptualized and defined the stylistic direction of the agency, orchestrated work and mentored design staff, selected vendors, and managed the production of print and electronic communication materials from initiation to completion. Collaborated in the development of marketing strategies for clients.

**EDUCATION**

*George Mason University*

**Bachelor of Arts - BA Art History (127 credits)**

27+ years of experience in lieu of a bachelor’s degree

*Northern Virginia Community College*

**AA Communication Design/Graphic Design**

**KEY SKILLS**

* Extensive experience in graphics design for both print and electronic platforms.
* Proficiency in Adobe Creative Suite, including InDesign, Photoshop, Illustrator, and Acrobat.
* Strong knowledge of web design and maintenance, including HTML and XML.
* Proven ability to manage tight deadlines and work collaboratively in a creative team.
* Demonstrated expertise in color correction, digital image manipulation, and graphics quality control.
* Experience supervising print production processes and ensuring print quality.
* Skilled in maintaining and upgrading hardware/software for printing and publishing.
* Familiarity with web design software and e-publication creation.
* In-depth knowledge of typography, color theory, and four-color print production

 **ADDITIONAL SKILLS**

Adobe Creative Suite | Adobe InDesign | Adobe Photoshop | Adobe Illustrator | Adobe XD | Figma | Adobe After Effects | Microsoft Office Suite | PowerPoint | Word | Excel | WordPress | Asana | Monday.com

OUTSTANDING COMMUNICATION AND INTERPERSONAL SKILLS | DRIVEN | PROVEN LEADERSHIP SKILLS | ABLE TO JUGGLE MULTIPLE PROJECTS AND ABILITY TO PRIORITIZE | EFFECTIVE BRAND EXPRESSION | CREATIVE | ATTENTION TO DETAILS | PASSIONATE | HANDS-ON | EFFICIENT PROJECT MANAGEMENT SKILLS AND HIGHLY ORGANIZED | MOTIVATING | FLEXIBLE | MENTOR | EFFECTIVE MESSAGING SKILLS | PROVEN LEADER | COLLABORATION | TEAM-PLAYER | PROJECT MANAGER | NON-PROFIT | DATA VISUALIZATION | BUDGET MANAGEMENT | INFOGRAPHICS | OMNI-CHANNEL | MULTI-CHANNEL | PROPOSAL PRODUCTION | DIRECT MARKETING | SOCIAL MEDIA | ANALYTICAL SKILLS | PURPOSEFUL AND DRIVEN

**Bilingual:** Native speaker of both English and Spanish.