



**DESIGN DIRECTION
GRAPHIC DESIGN**

WEB
www.nervydesign.com

TEL
510.340.8056

E-MAIL
paulina@nervydesign.com

SKILLS
Print & Publishing
Branding & Packaging
Signage & Wayfinding
Immersive Brand Installations

LANGUAGE
Polish/English

Design director with 20 years of professional and creative experience. My strong storytelling skills paired with analytical thinking allow me to create humanistic narratives that connect people with brands. I specialize in print design, experiential design, and building dynamic identities.

EDUCATION

MFA Graphic Design

Academy of Art University | 2011 | San Francisco, CA

BFA Fine Arts

Columbia College | 2002 | Chicago, IL

EXPERIENCE

LMNL STUDIO | SAN FRANCISCO, CA

Design Director + Head of Brand Studio (Contract) | 2022–Present

Leads a team of designers responsible for programming, conceptualization, design development, production, and implementation of brand and environmental graphics. Manages client communication and all internal and external brand activations for LMNL Studio. Collaborates with architecture and interior teams to seamlessly integrate brand narratives into the architectural environment. Clients: Levi's, NCMA, UCSF, Ripple, databricks and others.

HGA | SAN FRANCISCO, CA

San Francisco Brand Studio Lead | 2021–2023

Responsible for concept, design, production and quality control of environmental graphics and signage/wayfinding for a variety of markets at 11 nation-wide locations. Project management and mentorship of junior support staff and coordination of freelance illustrators and artists. In addition to design, responsibilities include business development efforts, client interviews and presentations, budget and schedule, and all marketing efforts of HGA's Environmental Design Group. Past Clients: Disney, UCLA, UCSF, University of Delaware, Samsung.

STUDIO O+A | SAN FRANCISCO, CA

Sr. Brand Designer, Contract to Full-Time | 2014–2015 and 2017–2021

Created concept narratives, designed environmental graphics and signage/wayfinding, managed all phases of production and mentored junior designers. Worked closely with vendors and manufacturers to ensure quality, on-time delivery, and precise installation. Developed internal projects and supporting collateral such as books, posters, newsletters, and marketing collateral. Past Clients: Yelp, Microsoft, McDonald's HQ and IC, YouTube, Netflix, Google, Liveramp, Sony and more.

NERVY DESIGN | OAKLAND, CA

Founder | 2014–Present

Founded a boutique design studio specializing in brand identity, illustration, environmental signage and packaging. Manages day-to-day operations, marketing, business development, studio and client management, design, and overall creative direction. Partners with global and national design and architecture studios.

Past Clients: California Institute of Technology, McLean Vacation Rentals, The Sunrose Bar, Respara Luxury Apartments, Ripple, NCMA, databricks and others.

EMOTIVE BRAND | OAKLAND, CA

Design Lead | 2015–2017

Developed design and branding concepts for middle-market B2B companies. Developed and supported internal projects such as the company newsletter, brand guidelines, the studio's website, pitch decks, case studies, and client presentations. Managed projects while ensuring the successful implementation of design direction from kick-off through delivery.

ALBERTSON DESIGN | SAN FRANCISCO, CA

Designer (Contract) | 2014–2015

Art directed and implemented branding campaigns for finance, educational and entrepreneurial clients. Developed a broad range of collateral materials including environmental and trade show graphics, web and mobile experiences and applications, and print collateral. Worked closely with clients and vendors to ensure superior quality service and on-time delivery.

ORACLE CORPORATION | REDWOOD SHORES, CA

Brand Designer–Sr. Designer | 2011–2014

Conceptualized and executed internal campaigns, business-to-business marketing materials, print and digital advertisements, trade show signage, and executive collateral while maintaining brand consistency. Partnered with multiple departments to provide design that addressed all relevant client requirements. Managed projects for multiple design directors while ensuring the successful implementation of design direction from kick-off through delivery. Past Client: Oracle Corporation.