



# PORTFOLIO

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## PAULACRDESIGN

### My name is Paula Rodriguez I am a Graphic Designer.

From 2017 to 2022 I worked at myWorld and its partner brands for **5 years**. MyWorld is global cashback rewards company with headquarters in Austria. **I've handled all the graphic design work for the Americas** (United States, Canada, Brazil, Colombia, Mexico) using the graphic design guidelines provided by HQ. This includes international campaigns, local campaigns, social media posts, videos, and any other requests.

Over the years I have also created many design projects for freelance clients that have reached out. Freelance projects have consisted of social media posts, print media, videos and logos.

**Currently I am working at Banyon Hill Publishing as their graphic designer.** A financial advice company based in Maryland. My role is to assist the graphic design team in creating html newsletters, logos, video thumbnails, banners, charts, and more.

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## Local and International Campaigns

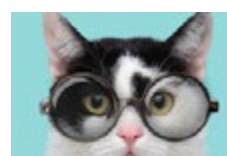
In myWorld, local campaigns are created based on the need of the country (ex 4th of July for US, Carnival for Brazil). International campaigns have all 5 countries participating.

I was provided translations for all countries participating and I apply to all the different formats. Formats usually include: Homepage banner (large web size, and mobile), Newsletter, facebook post and story, News Entry header and Icon.

Local Campaign:

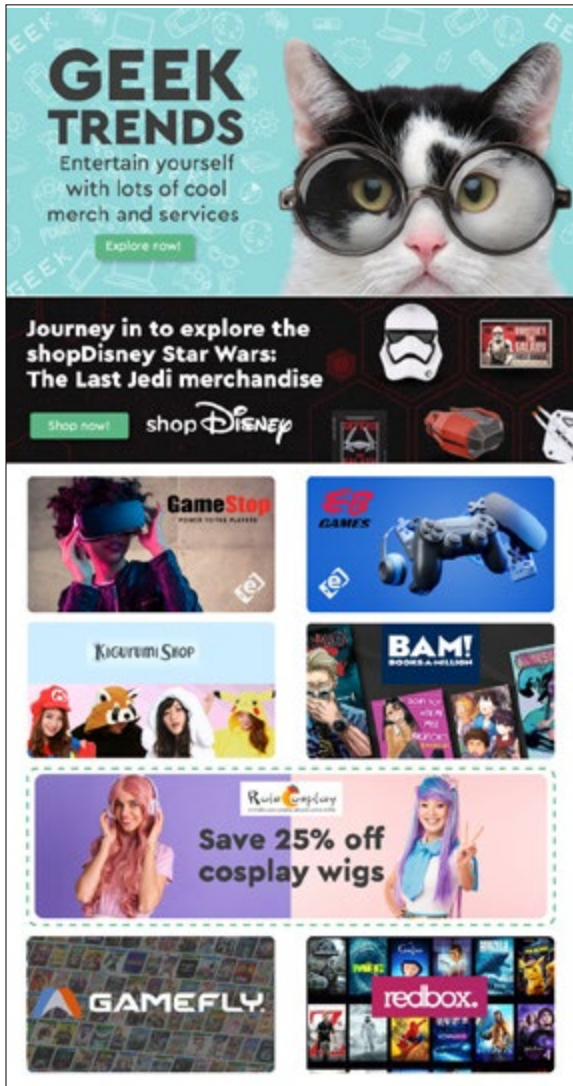


Homepage banner (mobile size)



News Entry (Icon)

Homepage banner (large web size)



Newsletter



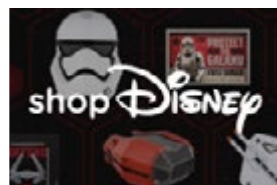
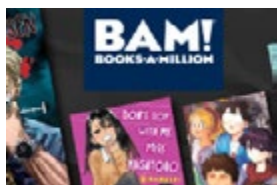
News Entry (header)



Facebook



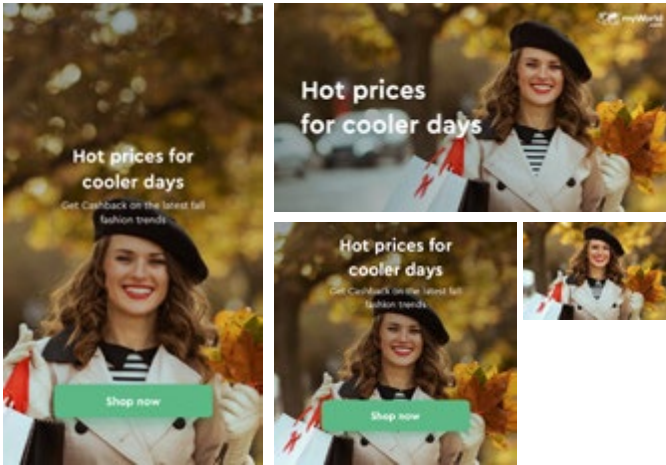
Facebook (Carousel)



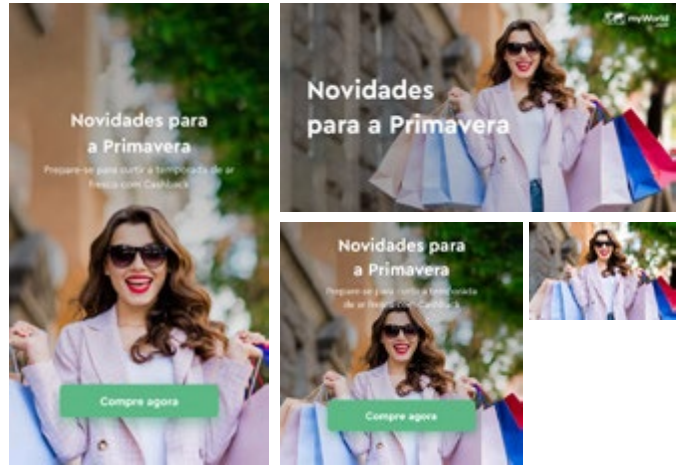
News Entry (Icons)



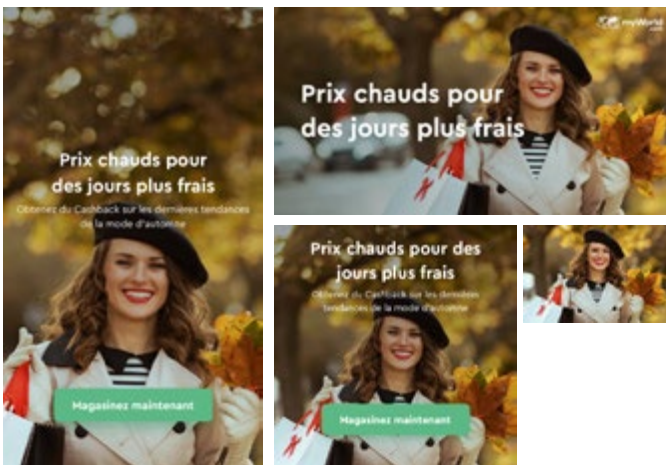
International Campaign:



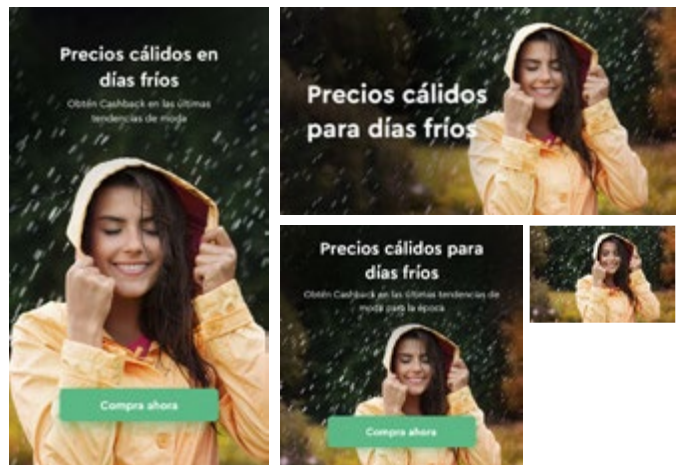
US and Canada



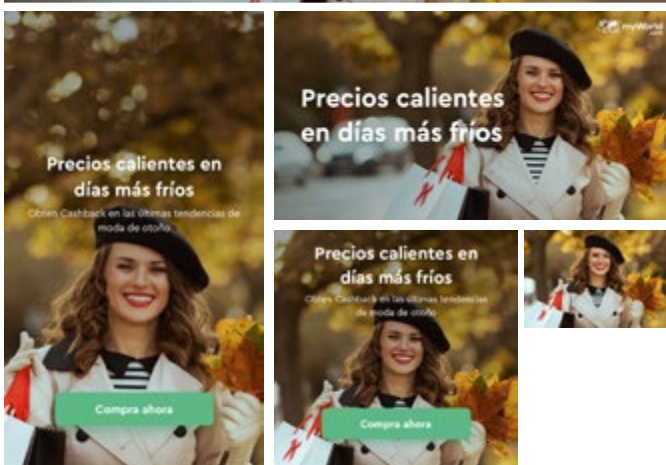
Brazil



French Canada



Colombia

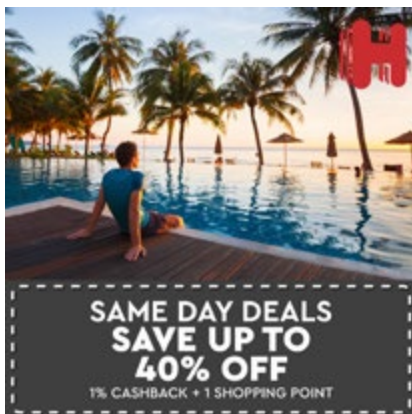


Mexico

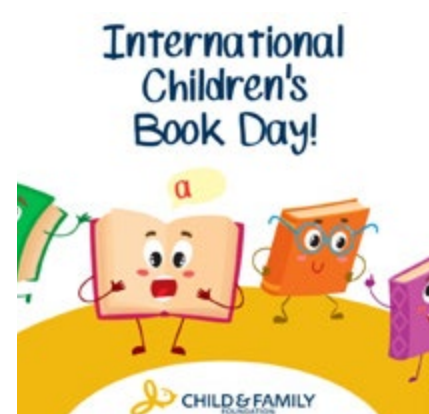


## Social Media Posts

Keeping an active social media is important so we found ways to keep myWorld relevant. I created many social media posts (both image and video).



I also created video work for Cashback World and myWorld's two foundations Greenfinity and Child and Family. I did research on environmental and poverty topics and raised awareness with my videos. (Click below to follow the youtube video link)



[Click HERE](#) for the full playlist of videos



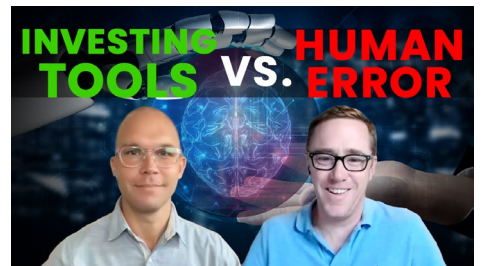
## Logo

I designed a logo for a financial service that Banyan Hill provides to their customers. Below are the two final drafts.



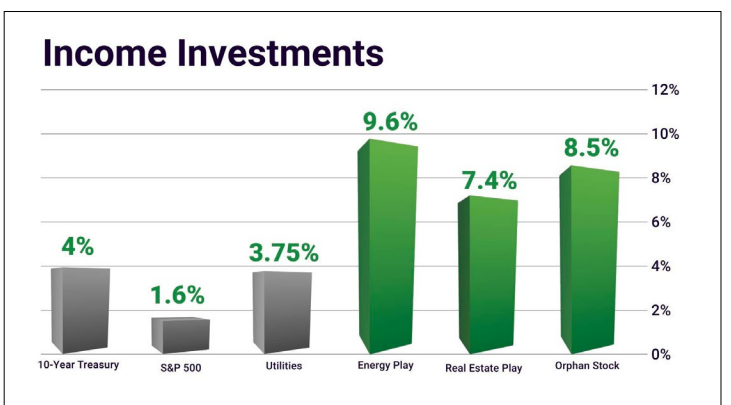
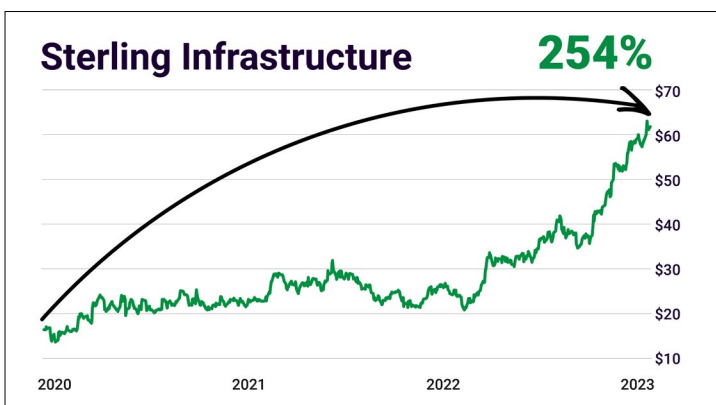
## Video Thumbnails

I created eye catching thumbnails for The Banyan Edge videos posted on their website.



## Charts

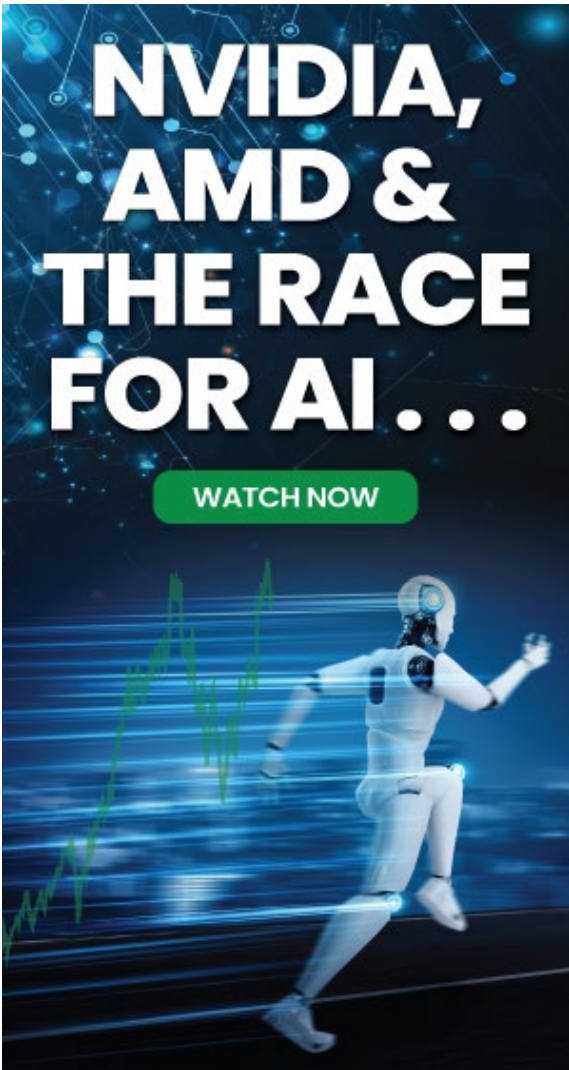
Banyan Hill asks graphics to create charts for their financial videos.





# Banners

Miscellaneous banners created for the Banyan Hill website and newsletters.



**NVIDIA,  
AMD &  
THE RACE  
FOR AI...**

[WATCH NOW](#)

A futuristic white robot with glowing blue lights is running on a track. The background is dark blue with glowing green lines and a line graph showing an upward trend.



Investment Income **OUTSIDE**  
the Stock Market

**8X More  
Than Dividends**

[Click for details.](#)

A person with glasses is looking at a smartphone. The background features a stock market candlestick chart, a \$100 bill, and a calculator.



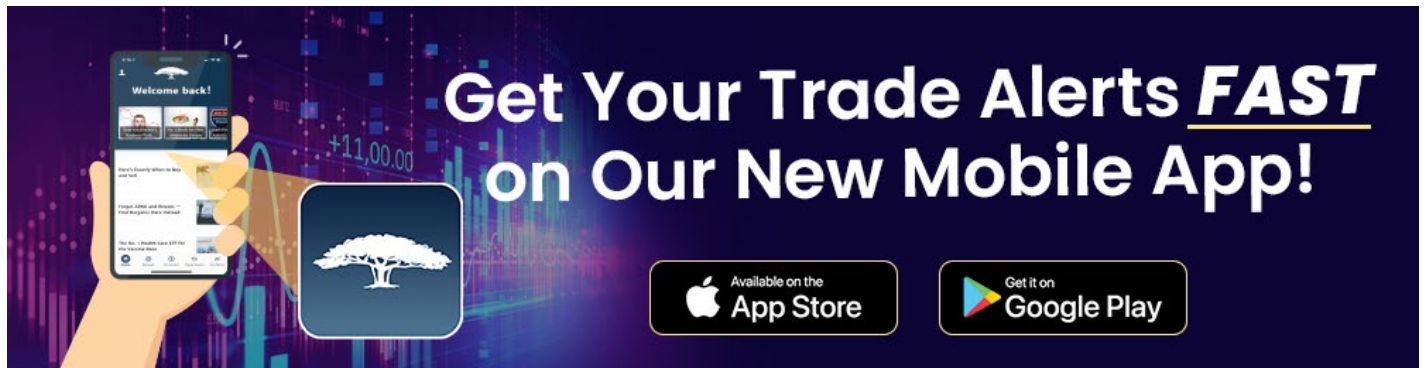
**50 Surprising  
Extra-Income Secrets  
of the Ultra-Wealthy**

(Main Street Americans could unlock  
streams of money with these...)

[Find Out How to Get Your FREE Copy Now](#)

**ENDLESS  
INCOME**  
50 Secrets to a  
Happier, Richer Life  
2021 Edition

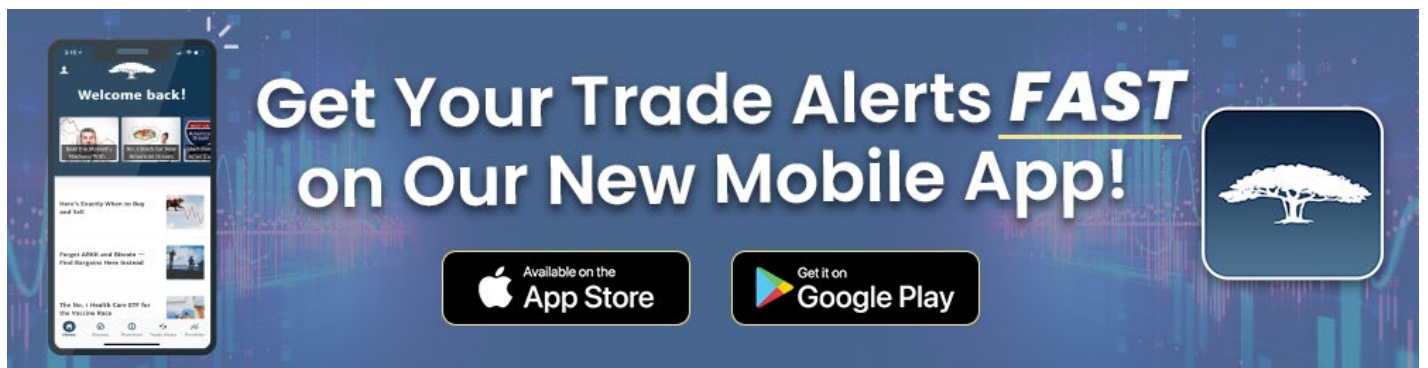
The background is dark blue with floating dollar bills. On the right is a book titled 'ENDLESS INCOME' with a cover showing a family.



**Get Your Trade Alerts FAST  
on Our New Mobile App!**

[Available on the App Store](#) [Get it on Google Play](#)

A hand holds a smartphone displaying a 'Welcome back!' message and a list of trade alerts. The background is dark blue with a line graph showing a sharp increase of +11,000.00. The Banyan Hill tree logo is in a rounded square.



**Get Your Trade Alerts FAST  
on Our New Mobile App!**

[Available on the App Store](#) [Get it on Google Play](#)

A hand holds a smartphone displaying a 'Welcome back!' message and a list of trade alerts. The background is dark blue with a line graph showing a sharp increase of +11,000.00. The Banyan Hill tree logo is in a rounded square.

## Freelance

I created video invitations for two child birthday parties for Gabriela Lavarello.  
(Click below to follow the youtube video link)

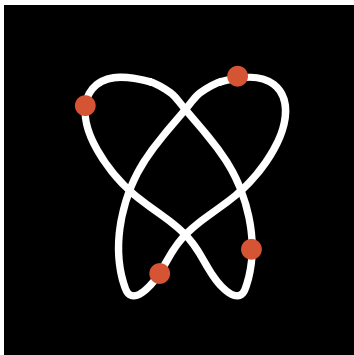


Fernanda Lluvia de Amor Invitation

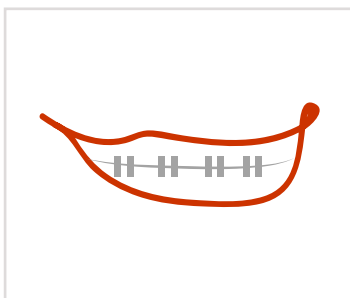


Fernanda Puppies Invitation

Below are logos I've created for different clients.



JXR Dental Offices, Tamarac FL



Advanced Orthodontics, Coral Springs FL



Below are logos and magazine ads created for Colored Pencils Club and Acrylic Painting Club, and Tolebrush







PAULACRDESIGN

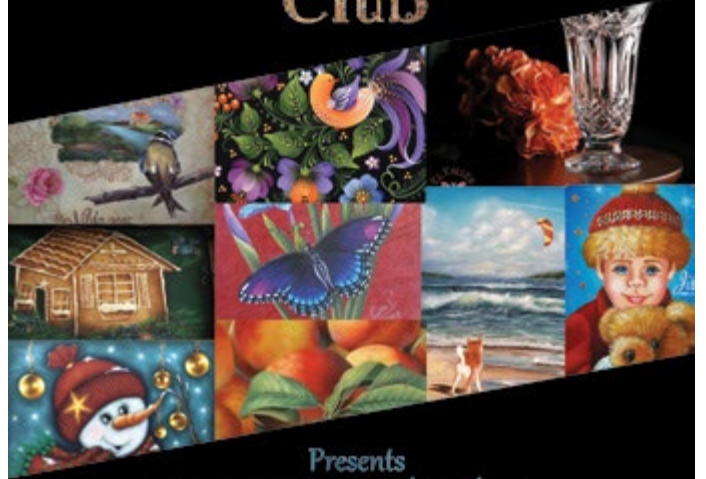
## Colored Pencils Club

Subscribe in June and be eligible to win one of the 5 drawings for this beautiful pin on the left.



Session 3 - 22 Classes

## Acrylic Painting Club



Presents  
Session Four - 28 Online Classes  
Learn from different teachers  
from around the world!  
Subscribe at [AcrylicPaintingClub.com](http://AcrylicPaintingClub.com)

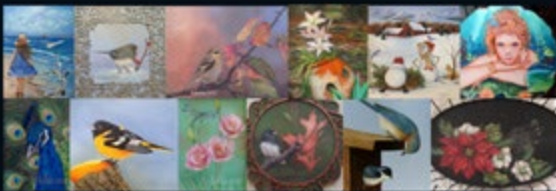
## Tolebrush.com

We sell Online Classes, Tutorials Used Books and DVDs in Colored Pencils, Acrylics and Oils.

Watch at the comfort of your own home!



Some of the NEW added classes:



## Tolebrush.com

Discover our new technique,  
blend colored pencils like oils!

Subscribe Now!



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## Personal Work

Project I created myself to further learn and practice graphic design.

I created "Quirky Cowfish" as a plush toy brand and created a kickstarter to fund. Unfortunately the project failed to fund, but I learned from the design process.

