

# PAO GUTIERREZ NAVARRO

Madrid, Spain

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## SUMMARY

Multidisciplinary designer and creative director with experience across branding, digital fabrication, furniture, and event-based design. Entrepreneurial, detail-oriented, and collaborative, with a strong ability to lead projects from concept to execution. Record working with international clients and global brands through thoughtful, sustainable, and visually compelling design solutions.

## EDUCATION

IE UNIVERSITY

**Bachelor in Design**

Madrid, Spain

Expected: July 2026

- GPA: 8.51

- Work showcased in Milan Design Week: 2023, Madrid Design Festival: 2024 & 2025, Design Studio Excellence Award: 2025

MONARCH HIGH

**Advanced Placement (AP)**

Colorado, USA

May 2021

## EXPERIENCE

START STUDIOS

**President and Co-Founder**

Madrid, Spain

September 2024 - Present

- Event planning and organizing studio specializing in creative workshops and community-driven experiences
- Partnered with local brands and large-scale companies, including Miravia and Garnier, to deliver branded events and activations
- Provided artist management and representation, supporting exhibitions, marketing strategy, and creative visibility

ERA DIGITAL - *Web, Branding, & Marketing Agency*

Basel, Switzerland

February 2025

**Head of Design**

- Led and oversaw the design and branding strategy for Swiss based companies, managing visual identity systems and web applications from concept through execution

FREELANCE BRANDING - *Agroports, Turnkey, Volandoo, Salsa Rana, Benne Caffe*

Madrid, Spain 2022-Present

- Developed complete branding packages for international clients, including visual identity systems, packaging, and brand guidelines for commercial use
- Designed and delivered web design packages for global clients, with finalized work implemented across live platforms and market-facing applications

DESIGN ASSISTANT FOR INTERNATIONAL ARTISTS - *Carla Bank, Karina LLergo*

Miami, Florida & Chicago, Illinois

2024-Present

- Assisted international artists with web development, 3D modeling/rendering, gallery curation, NFT sales

## EXHIBITIONS & AWARDS

MADRID DESIGN FESTIVAL

**Industrial Design**

Madrid, Spain

2024 & 2025

- Showcased "Salacia" a recycled chair made out of ghost fishing nets

- Showcased "Radia" a lamp, constructed from a repurposed bicycle wheel and leather scraps.

MILAN DESIGN WEEK

**Industrial Design**

Milan, Italy

2023

- Showcased "Consolatio" a recycled PVC Plastic inflatable modular system

DESIGN STUDIO EXCELLENCE AWARD

Madrid, Spain

2024

**Speculative Design - Tequiland**

- Awarded for a groundbreaking speculative project designed for the sustainability and care of Mexico's tequila Industry

## EXTRACURRICULAR ACTIVITIES & SKILLS

- **Barista, Customer Service, Merchandise Designer** Part time work at Epico Cafe, barista,server, and merchandise designer
- **English private lessons teaching** (2023-Present).
- **Skills:** Adobe Suite, Rhinoceros 3D, Webflow, Figma, Blender, Enscape, Machines & Fabrication, Digital & Software Design
- **Other courses:** Webflow 101 (Webflow, June 2022)

## LANGUAGES

- **Spanish (Native). English (Native).**