

PAO GUTIERREZ NAVARRO

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MADRID, ESP

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MULTIDISCIPLINARY DESIGNER AND CREATIVE DIRECTOR WITH 4+ YEARS OF EXPERIENCE ACROSS **BRANDING, DIGITAL FABRICATION, GRAPHIC, INDUSTRIAL, AND EVENT BASED DESIGN. ENTREPRENEURIAL, DETAIL-ORIENTATED, 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

SEPT. 2022- JUL 2026

IE UNIVERSITY

BACHELOR IN DESIGN MADRID, ESP

GPA: 8.95

Work during university showcased in Milan Design Week 2023, Madrid Design Festival 2024+2025, Design Studio Excellence Award 2025

WORK EXPERIENCE

SEPT 2024- Present

PRESIDENT + CO-FOUNDER

START STUDIOS

MADRID, ESP

Event planning and organizing studio specializing in creative workshops and community/cultural-driven experiences.

Partnered with local brands and large-scale companies, including Miravia and Garnier, to deliver branded events and activities.

Provided artist management and representation, supporting exhibitions, marketing strategy, and creative visibility

FEB 2025- Present

HEAD OF DESIGN + BRANDING

ERA DIGITAL

BASEL, SWITZERLAND

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

DEC 2024- Present

FREELANCE BRANDING

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

SEPT 2024- DEC 2025

DESIGN ASSISTANT

INTERNATIONAL ARTISTS

MIAMI, FL + CHICAGO, IL

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

EXHIBITIONS + AWARDS

2024 + 2025

MADRID DESIGN FESTIVAL

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

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

2025

DESIGN EXCELLENCE AWARD

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

2023

MILAN DESIGN WEEK

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

SKILLS + EXTRACURRICULAR

DIGITAL SKILLS

Adobe Suite, Rhino 3D, Webflow, Figma, Blender, Machines + Fabrication

COURSES

Webflow 101

2023-Present

ENGLISH PRIVATE TUTOR

2025-Present

BARISTA + MERCHANDISE DESIGNER

Part time work at Epico Cafe, barista, server, and merchandise designer

LANGUAGES

Spanish (Native)

English (Native)

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