

Paula Welling

— WORK EXPERIENCE

Independent, Multidisciplinary Designer

Nov 2021 – present

Focused on climate and conservation. Interested in well-crafted words, hand-drawn letters, and systems that work. Driven to make work that matters. Capabilities span print, digital, and environmental design.

Senior Visual Designer, Ithaca College

Feb 2017 – Oct 2021

Designed high-visibility, strategic marketing materials from concept through execution. Collaborated with team members to produce projects across media, including print, digital, and environmental. Played a lead role in the evolution of the college's visual brand.

Junior Designer, Miko McGinty Inc.

Oct 2014 – Feb 2017

Designed exhibition graphics, signage, invitations, and marketing materials for the Morgan Library & Museum. Assisted in the design and production of art books for museums and publishers. Communicated with clients and vendors through all project stages, including print production.

— PROJECTS & INVOLVEMENT

Climate Reality Project, Finger Lakes Chapter: Leadership Committee Member

Jan 2021 – present

Support chapter mission by managing communications for current members, creating and sending chapter emails via MailChimp, and designing social media graphics for Climate Reality initiatives. Designed chapter website to promote chapter mission and events.

On the Bus: Poetry on Public Transit

May 2014 – Aug 2015

Collaboration with local poets and fellow designers to highlight poetry and increase ridership on public transportation in Athens, Ohio

— EXHIBITIONS

Monumental Ideas in Miniature Books

Jan 2014 – 2016

Edition of five books selected for inclusion in nationally and internationally traveling exhibition hosted by the University of Akron Myers School of Art

— EDUCATION

Ohio University Honors Tutorial College

2010 – 2014

BFA in Graphic Design

Minor in English

summa cum laude

— AWARDS

Graphic Design USA, Gold

2019

Ithaca College accepted student packet

American InHouse Design Awards

2019

This Is Ithaca recruitment publication

Graphic Design USA, Gold

2017

Ithaca College presidential inauguration invitation

Charles Logan Smith Excellence in Design Award

2014

Thesis work recognized by visiting critic at the 2014 Ohio University Graphic Design BFA show

— TOOLBOX

Adobe Creative Suite

Figma

Webflow

Procreate