

Education

Paskalina is a New York City based multidisciplinary designer and recent graduate of Parsons School of Design. She merges original illustrations in her designs to find unique ways of storytelling in all things created.

PARSONS SCHOOL OF DESIGN New York, NY

BFA Architectural Design Graduating Class 2020

Coursework

Typography and Visual Design, Web Design, Illustration, Printmaking, Anthropology of Home, Planning Sustainable Cities

Awards & Honors

Parsons SCE Design Excellence Award, 2020

Awarded to one graduating student in the School of Constructed Environments for demonstrating exemplary consistent achievement in design

Recipient of Full Scholarship 2016-2020

Selected for achieving and maintaining high academic standing with a strong portfolio

Skills

ADOBE | Illustrator, Photoshop, InDesign, Procreate, Premiere Pro, Acrobat

3D RENDERING | Rhino, Adobe Dimension, AutoCAD

MICROSOFT | Word/Pages, Powerpoint/Keynote, MailChimp, Aquario Textile Design Tools

LANGUAGES

Native | Bahasa Indonesia

Beginner/Intermediate | French

Experience

LANDAU AGENCY Graphic Designer

October 2023 - Present

A social media management agency helping accounts expand and reach audiences

- + Designs and illustrates graphics for multiple social media profiles, working closely with clients to create brand visual identities.

DANIEL CRÉMIEUX Graphic Designer

July 2021 - August 2023

A luxury menswear company, founded in Saint-Tropez in 1976; specializing in modern bespoke craftsmanship and slow fashion

- + Designs and illustrates original artwork and prints for ready-to-wear garments in both US/international flagship and 250+ Dillard's stores
- + Develops all print and digital content including day-to-day marketing campaigns and special projects; e-commerce photo editing, brand catalogues, brand identity books, e-mail blasts, magazine adverts, packaging design
- + Collaborated directly with luxury clients Bagatelle and Hôtel Le Yaca Saint-Tropez, to produce limited-edition merchandise for all staff and guests

MORPHO MAGAZINE, LLC Art Director & Graphic Designer

June 2022 - Present

An independent creative publication by and for women of color and nonbinary folk, with a 1100+ digital following.

- + Designed and published issues spanning over 40 pages and selling 100+ print copies, featuring 15+ artists' work, interviews, and articles.
- + Collaborates with local creatives and vendors to host bi-annual magazine launch events, activating spaces for contributing artists and local creatives; most recently in Chinatown Soup Gallery

SENTIENT | CROMA Graphic & Product Design Intern

July - December 2019

A jewelry brand by and for queer consumers, featuring organic pearls and precious metals with a focus on sustainable impact

- + Developed and rendered product packaging, interior layouts, print and digital graphics, and jewelry design prototyping

CINDY GREENE INTERIOR Interior & Graphic Design

July - Oct 2018, April - June 2020

Interiors specializing in mid-century modern eclectic style

- + Developed floor plans, interior layouts, and original print artworks for textiles; designed for private and retail clients including Supreme Headquarters, New York