

EDUCATION ————— EXPERIENCE

PARSONS SCHOOL OF DESIGN

BFA of Architectural Design
New York, NY

SKILLS —————

Graphic Design, Branding & Identity, Logo Design, Typography, Brand Strategy, Advertising Campaigns & Marketing, Packaging, Digital Illustration

ADOBE SUITE

Illustrator, Photoshop, InDesign, Adobe Dimension, Premiere

3D RENDERING

Rhino, Keyshot

ADDITIONAL SOFTWARE

Word/Pages, Excel, Powerpoint/Keynote, Canva, Figma

LANGUAGES

Native | Bahasa Indonesia
Beginner | French

AWARDS —————

DESIGN EXCELLENCE AWARD

PARSONS SCHOOL OF CONSTRUCTED ENVIRONMENTS, 2020

Awarded to one graduating student for demonstrating consistently exemplary work for all years attended

THINKPACKAGE —————

February 2024 - June 2026

BRANDING & PACKAGING DESIGNER

A Packaging & Design Agency specializing in Structural & Branding Solutions across multiple industries, spanning Food & Beverage, Hospitality & Resort, Fashion, & More

- + Managed and executed a wide range of projects from packaging-forward to complete brand identity development
- + Designed packaging from concept to mass production - creating retail-ready packaging balancing brand identity, structural integrity, compliance, and cost
- + Developed production-ready technical files with detail specifications, simultaneously communicating with vendors & cross-teams for end-to-end production
- + Have a strong understanding of current market trends and client's needs - strategized design solutions for new and existing systems and products

LANDAU AGENCY —————

October 2023 - April 2024

BRAND DESIGNER

A Full-Service Social Media Management Agency

- + Designed digital content for profiles, working closely with small to large-scale clients to develop social posts and campaigns
- + Developed client's branding and visual identities to be used across all platforms

CRÉMIEUX —————

July 2021 - August 2023

GRAPHIC DESIGNER

A Luxury Tailored Menswear Apparel Brand, founded in St. Tropez; Specializing in Modern Bespoke Craftsmanship and Slow Fashion

- + Designed prints and graphics for ready-to-wear apparel sold in US/International Stores, including 250+ Dillard's nation-wide
- + Developed all print and digital campaigns including day-to-day marketing needs to long-term projects. Scope includes e-mail blasts, magazine adverts, e-commerce photo retouching, seasonal catalogues, packaging design, and brand & logo development

FURTHER EXPERIENCE

- + MORPHO MAGAZINE, LLC ————— **ART DIRECTOR & FOUNDER**
- + SENTIENT JEWELRY ————— **PRODUCT & PACKAGING DESIGN INTERN**
- + CINDY GREENE INTERIOR ————— **GRAPHIC DESIGNER & ILLUSTRATOR**

PORTFOLIO

PRIMARY PORTFOLIO

kpaskalina.com

PRIVATE LINK | CLIENT WORK

kpaskalina.com/clientwork

PROJECT 9 | PASSWORD: 1998

BACKGROUND

Hi, I'm Paskalina! I'm a Brooklyn-based multidisciplinary designer specializing in branding, creative direction, logo design, and custom packaging. With a background in illustration, my approach bridges artwork and storytelling into functional, thoughtful design. My professional experience spans fast-paced agency environments to luxury in-house settings:

In my early work, I interned with interior designer Cindy Greene illustrating wallpaper for clients like Supreme, and designed concept-to-product packaging for experimental jewelry brand Sentient.

As in-house designer at luxury apparel brand Crémieux, I managed small and large-scale marketing and graphic needs across global flagships and Dillard's stores. I designed wearable apparel graphics for each collection, while executing print and digital social campaigns aligned with the brand's heritage.

As a graphic & brand designer at Landau, a social media agency, I led creative direction and designed daily social assets for a range of clients—including philharmonic musicians, media companies, and real estate groups.

As brand & packaging designer at Thinkpackage, I designed and pitched complete brand identity guidelines from concept to market-use, while also managing end-to-end packaging projects for clients including global brands like Disney and Eataly. This required clear communication with clients, vendors and internal teams, balancing production capabilities with structural integrity, budget, and timelines, alongside designing complete visual assets aligning with each brand.

Within each project—whether structurally technical or open-ended and illustrative—I find unique challenges that bring new insights and their own stories to tell. With my holistic approach, I bridge the gap between creative storytelling and functional design.