



SHORT RESUME

March 2024

ROBERTA PAOLINI

designer and artist

brazilian she/her

italian, german and austrian grandmothers

PROFESSIONAL PROFILE

I have a degree in Architecture and Urbanism at the University of São Paulo and I currently work from my studio, researching and developing surface pattern design and printing. I work with both Brazilian and international clients, in diverse areas such as clothing, pattern for interior decoration, wall design and urban murals.

The pattern designs for products can be a seamless repeat pattern, placement design, scarves, coordinated prints collections, prints assembled for specific items, or specifically according to customer's needs. Individualized pattern design adds value to collections, strengthens brands, has a positive impact on consumers and also on the creative market.

I've worked with graphic design, from concept to final production of diverse printed & digital materials and I have also worked in set design, planning and creating scenery, from initial sketches and layouts presentation through to detailed construction drawings.

My drawings are created from handcrafted processes, using the appropriate technique for each project, the images are scanned and finalized digitally, either for printed or digital products.

The starting point of a project is based on the client's context and needs. Initial studies are presented as sketches and drawings before finalization. The process looks for the best solution for each problem, thus making the result more assertive.

In addition to my hometown, which is São Paulo, I lived in some other cities, like Salvador, in Bahia, Groningen and Utrecht, in the Netherlands, Geneva, in Switzerland and now, I currently live in the interior of Minas Gerais in Brazil. I had contact with new languages, cultures and customs, which motivated me to have new perspectives, beyond those I am used to, and this became a differentiator for creating and adapting ideas and projects for different clients.

I am inspired by the pleasure of swinging and the balance of freedom.
With art I leave a drawing for you to flourish :)

EXPERIENCE HISTORY

[since 2020]

I am currently developing my original work as a print designer and artist. I took courses in printing, branding and surface design with Mila Petry, Pat Siqueira and Celso Lima. I was a student of the artist Kalina Juzwiak in her course 'Live from your Art'. I have wallpaper prints for children in the Kidgizzz Store by architect Gisele Emery. I created prints for the layette store Naturalle. One of my prints was chosen by designer Nina Galle to be in her collection for the Première Vision print fair in Paris 2023. I'm on the team of designers at Shein and Studio Mila Petry.

[2003-2023]

I was a partner at the company Luna Digital, where I worked designing and detailing set designs for MTV Brasil (Rockgol, Jornal MTV, Chapa Coco, Fila Anda, Fundão, Mucho Macho and Lavanderia) and other clients and movie producers (LUX Filmes, O2 Filmes, Off Hollywood, Pródigo Filmes, TV Zero, GNT, Mix TV, American Airlines, Clight, Estadão, Extra, Gol, Intimus Gel, Mattel, MSN, NET, Semp Toshiba and Spice Islands).

[2006]

I worked at the company Fonte Design, collaborating with the layout of Redecard's institutional book and with the development of graphic material for the Regional Psychology Council of São Paulo.

[2001-2002]

I worked at the Technical Assembly Group, GTM and participated in scenography and visual communication projects, designing, detailing and monitoring setups for events, conventions, parties and others, for the following clients: Ambev, Avon, Compaq, CTI Nordeste, D&D Preview, Dm9, Embraer, Fiat Doblô, Globo, GM, IG, Incepa, Intelig, Natura, Nestlé, Net, Passat, Peugeot, PPW, Prémio Caboré, Real Seguros, Renault, Roche, Shopping Higienópolis, Skol Rock, Speedy and Telesp Celular.

[1992-2000]

I participated in graphic and scenography projects for the following clients: Ache Pharmaceutical Industry, Association of Autistic Friends - AMA, Aventis Pharma Pharmaceutical Industry, Casa Contemporânea Brasileira, Cine Mambembe, Clube de Criação, Lourenço Castanho School, Nenê da Vila Matilde Samba School, Espaço Viver Dance and Company, Frigieri, Szlak and Associates - Engineering, Abrinq Foundation, Intec System, Brazilian Museum of Sculpture and Ecology - MUBE, the theater director Naum Alves de Souza, O Boticário, Pão de Açúcar, URBS Magazine and Sabesp.

[1991-1997]

I studied at the faculty of Architecture and Urbanism - FAU USP - São Paulo - SP. I was part of the FAU-USP theater group, acting, dancing, creating and producing graphic material and scenography. We participated in several USP theater festivals which, each year, were in a different city: São Carlos, Piracicaba, Pirassununga, Ribeirão Preto and São Paulo. I participated, along with other friends, in some poster competitions at FAU and we won several of them.

AREAS OF INTEREST

Graphic project, surface design, patterns, graphic design, scenography, art direction, illustration, activism, wall art and art on canvas.

LANGUAGES

Portuguese, native language.

English, Dutch and French, I speak and understand a little.

APPS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, ArchiCAD, Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Canvas.

SKILLS

Graphic project, art, pattern, design, painting, engraving, photography, organization, quality, term, details, creativity, variety of techniques, time management, troubleshooting, dance and yoga.

KEY WORDS

I love pleasure; mission is balance; the world needs respect;

Vocation is the drawing; they pay me for creativity; profession is artist;

I'm good at solutions; passion is freedom; balance is the center of everything;

Swing you!

robertapaolini.designer@gmail.com

www.robertapaolini.com

[instagram.com/robertapaolini.designer](https://www.instagram.com/robertapaolini.designer)

[linkedin.com/in/roberta-paolini](https://www.linkedin.com/in/roberta-paolini)