

I'M NOT FOR EVERYONE

I'm Carla, A Berlin based brand identity designer & art director working with international brands that are not afraid to offend. I have a sick fetish for color, controversy and modern culture with a healthy distaste for the expected.



“Carla is relentless in her pursuit of the unordinary. An excellent conceptual thinker with a passion for branding & colour. Wearing her heart on her sleeve, carla’s love for creativity is infectious, positively influencing the people around her to be even better.”

Nick Parker - Creative Director
Light Creative - Melbourne
nick@lightcreative.com.au
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Industry Skills

Branding Identity Design
Brand Strategy
Art Direction
Creative Story Telling
Campaign Design
Editorial & Layout
UI Design
Packaging Design
Print Design
Social Media Design
Trend Awareness
Colour Theory

Contact Details

Carla Palette
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Berlin, Germany

Characteristics

Efficient, Honest, Flexible,
Adaptive, Proficient
Communicator, Autonomous,
Collaborative, Fast Paced,
Determined & Punctual.

Internships

ADME - Melbourne 2015
L'Oreal Melbourne - 2016
Light Creative Melbourne - 2016

Languages

Fluent English
Conversational German

Program Proficiency

1. Illustrator
2. InDesign
3. Photoshop
4. Sketch/ Invision Prototyping

Social Handles

Instagram: carla.palette
Linkedin: Carla Palette
www.carlapalette.com

Personal Information

From Melbourne, Australia
German & Australian Citizenship
Born on 02/07/1995

Junior Graphic Designer - One Year (2015 - 2016)

I was primarily focused on creating rapid design concepts for marketing advertising collateral materials for print and digital for various automotive brands around Australia such as Holden, Hyundai and Honda. I worked closely with the project manager and creative director to design and produce concepts and final artwork for strict deadlines. I also participated in the strategy process of promotional items for key clients under direction of marketing department.

ADME Advertising Agency,
Melbourne, Australia.

Brand Identity Designer & Junior Art Director - Three Years (2016 - 2019)

As lead brand designer & art director I was in charge of producing and directing various brands from strategy through to final production of artwork. I facilitated brand strategy workshops and conducted research to identify trends, emerging issues or major events that may impact the companies branding. I took lead in conceptualizing and producing brand artwork, defining and designing the brand's visual guidelines, delegating and managing tasks with other creatives within the team as well as ensuring consistency, quality control and protection of all brand outputs. During this job role, I worked closely with the project manager and creative directors and was heavily involved with the process of recruiting photographer's and videographer's to produce campaigns. As well as the recruiting aspect, I also had a heavy role on set, directing photographers, the set design, models and overall look and feel of the shoot.

Light Creative,
Digital & Creative Agency,
Melbourne, Australia.

Contract Brand Identity Designer & Art Director - 6 Months (2019)

I remotely designed and presented well rounded brand identity concepts to the creative director and took charge in shaping and producing brand guidelines for various lifestyle brands around Australia. I was in charge of defining the brand's positioning, visual and verbal personality as well as generating digital mock-ups of brand collateral concepts and revising artwork for final delivery and roll out of the brand. From concept to production, I formed specific teams to cater to the needs to different of each brand, overlooking and directing the final delivery of artwork.

Bullfrog Media Group,
Melbourne, Australia

Self Employed / Freelance Brand Identity Designer & Art Director - Two Years (2018 - Current)

Working as an independent freelance designer and art director, I work predominantly with beauty, fashion, food and lifestyle brands from all around the world. With my extensive creative network, I form specialist teams that cater to the individual needs of my clients, resulting in strong collaborations and more impactful results. From conception to outcome, I use my finely-tuned processes and creatives within my team in to execute on aesthetically striking visual identity systems, boutique packaging and thought-provoking advertising. As an independent Art Director it is my job to act as the bridge between the client and team I've created, and take on the role of project management - managing timelines, the budget and overlooking final roll out of the brand. As my projects are independently directed, it was my job to be heavily involved with photography and videography sets to produce advertising material and brand assets.

Carla Palette
Melbourne & Berlin.

Freelance Brand Designer (2019 - Current)

Working as an independent freelance designer and member of the creative community, I worked with goal girls on various brand pitches and brand ideation sprints for clients in Germany.

Creagency by Goal Girls,
Berlin Germany.