

Paola Arosemena

(617) 949 6985 | paola23arosemena@gmail.com
arosemenapaola.com | linkedin.com/in/paolaarosemena

EDUCATION

Northeastern University | Boston, MA GPA 3.65
Bachelor of Science in Architectural Studies and Design April 2026
Activities and Honors: Dean's List, Chi Omega, The Women's Network

Istituto Lorenzo de' Medici | Florence, Italy GPA 4.0
Study Abroad Spring 2024
Achievements: Work displayed in teacher-nominated art exhibition

EXPERIENCE

VUE Health | Boston, MA
Design Co-op July 2025–December 2025

Designed digital advertising assets for pharmaceutical brands, including banner ads and social media campaigns, supporting 10+ brands for Azurity Pharmaceuticals, alongside other pharmaceutical client accounts, while following brand and regulatory standards.

Developed logos, website mood boards, and 10+ brand books, defining color palettes, typography, iconography, imagery, UI components, and usage rules to establish cohesive visual identities.

Produced in-house marketing materials, including social content, display ads, promotional PDFs, and white papers to support agency visibility.

Created sales aids, trade sheets, and medical guides across print and digital formats to support product education.

Contributed to creative concepting and brand strategy for client campaigns by creating high-fidelity mockups.

Edited and refined hero imagery and key visuals to keep work aligned with brand vision and campaign messaging.

Managed 15+ active projects at a time, often delivering new pieces from scratch under tight deadlines.

Keeler & Co. Interior Design | Boston, MA
Interior Design Co-op July 2023–December 2023

Conducted site measurements and translated findings into detailed AutoCAD floor plans and elevations for project planning and execution.

Managed and updated multiple project trackers simultaneously, coordinating with vendors, furniture factories, and drapery rooms to gather quotes, schedule production, and track freight timelines.

Designed mockups of proposed wallpapers and fabrics using Photoshop to help clients visualize designs.

Sourced fabrics, finishes, and furniture, contributing to cohesive and well-curated design selections.

Developed design decks, organizing concept visuals and material selections for client presentations.

SKILLS AND INTERESTS

Skills: Adobe Creative Suite (Indesign, Photoshop, Illustrator), AutoCad, Rhino, Project Management, Sketching, Model Making
Interests: Painting, Photography, Traveling, Workout Classes, Cooking
Languages: Spanish