



# Daniela Perla

**Daniela Amalia Perla Rivadeneira**

Female . 1988/02/14 . El Salvador . Salvadorean  
LinkedIn/danielaperla / danielaperla@gmail.com  
[pariitystudio.com](http://pariitystudio.com) / Currently living in Cambodia

## Education

Degree in Graphic Design & Master in Creative Industries

More than 10 years of experience creating brand identities from strategy to design and brand development.

Working internationally in the format of remote work, I currently hold clients in France, Australia and El Salvador.

## Skills

Programs: Windows 10 / Mac OS / Photoshop CC / Illustrator CC / Indesign CC  
Languages: Spanish: Native speaker / English: Fluent / Russian: Intermediate

## Experience

**Pariity**  
Co-founder /  
Creative Director  
& Graphic designer  
FEBRUARY 2020 -  
CURRENTLY  
CAMBODIA  
[pariitystudio.com](http://pariitystudio.com)

- Brand consultation and project analysis with clients
- Working with marketing teams to create proposals, planning, and goal-oriented strategies.
- Coordinating teams from A to Z to ensure project completion.
- Creation of brand identities with consideration for brand analysis, marketing personas, brand messaging, storytelling, personality, and brand culture.
- Designing brand identities utilising design fundamentals such as; color theory, grid layouts, typography, photography, illustration, etc.
- Designing for various print and digital media like food packaging, social media, and websites.
- Time and project management of short and long-term projects.

## Freelance designer

2018 - 2020  
Remote working

- Provided digital and print design services for a broad range of clients in the food, tech, design, security industries.
- Designed entire brand identities which included packaging design for food-related companies.
- Developed UI designs for various web templates.
- Created illustrations for animated institutional videos.

## Studio NODD

Co-Founder /  
Creative Director  
& Graphic Designer

2013 - 2017

EL SALVADOR - RUSSIA

estudionodd.com

- Creating and implementing the identity of the studio and its folio of services.
- Liaison with brands, government organizations, and international NGOs like Oxfam and Plan on planning strategies, conceptualizing and implementation.
- Designing campaigns for digital, social media, print, video, animation, web, apps, and launching events.
- Brand consultation and following up with clients and marketing teams.
- Coordinating brainstorming sessions, and project presentations.
- Designing UX and UI for web and app platforms.
- Managing the final art and print production
- Working remotely for three years and overseeing long-term design projects and teams.
- Operating within tight timelines and delivering finished, high-quality designs.

## GUAZA Studio/ Graphic Designer

2012 - 2013

EL SALVADOR

guazastudio.com

- Spearheading the rebranding of the studio as well as the photography, art direction and design of their new website.
- Creating an identity and merchandise for their new surfers brand of t-shirts OlaChucho, as well as other product design projects.
- Working alongside a team to conceptualize, design, and rebrand various identities and corporate communication projects, design systems, print campaigns, corporate whitepapers, UI design, and presentations.
- Participation in creative meetings in the studio for the conceptualization of new projects.
- Design and concept proposal presentations to clients
- Illustrating for various institutional animated videos and product design.

## Rivera & Rivera advertising Graphic Designer

2011 - 2012

EL SALVADOR

- Leading the art direction of new advertising press campaigns for Mitsubishi, Kia, and McCormick in El Salvador.
- Working with the creative director, copywriters, and marketing team for the design of various visual communications.
- Following international brand guidelines to apply them using print, retail, and point of sale.
- Designing the 3rd Prize winning campaign "The Letter of Charlie Sheen" in "The Eye of Iberoamerica".
- Designing the Bronze Codex Award winner campaign for Special Olympics.
- Operating within tight timelines to deliver daily designs on time.