PAULA BAMBACH (she / her)

Communication designer (MA Visual Communication, Berlin University of the Arts) specialising in information and media design. I make complex content from research and society clear and accessible, from corporate and editorial design to infographics and interactive formats. Raised in Switzerland and fluent in four languages, with experience in a design agency, research, culture and hospitality, and freelancing since 2019. Winner of two ADC Talent Awards (2025).

EDUCATION

10/2023 – 10/2025 MA Visual Communication, specialisation in Visual Systems
(grade 1.2, German scale)
Berlin University of the Arts (UdK), Class for Information Design

02/2018 – 02/2022 BA Communication Design
(grade 1.5, German scale)
Muenster School of Design, FH Münster University of Applied Sciences, Münster, Germany

08/2012 – 06/2016 Swiss Matura
(equivalent to A-levels; grade 5.1 on the Swiss scale)
Hochalpines Institut Ftan, Scuol, Switzerland

SKILLS

Design:	information design, data visualisation, infographics, map visualisation, corporate design, visual identity, editorial design, layout, illustration, animation, icon design, UI design, prototyping, print media, final artwork
Communication:	science communication, teaching materials, social media, newsletters, content creation, workshops, research
Software:	Adobe Creative Cloud, Figma, QGIS, Audacity, Microsoft 365
Web & Code:	HTML, CSS, Visual Studio Code, AI-assisted programming (Claude), generative AI tools, CMS (Django)
Collaboration:	Slack, Miro, Notion, Discord
Interests:	Sailing (RYA Day Skipper), climbing, football, singing in Germany's largest FLINTA* choir, textile art (sewing, crocheting, knitting)

LANGUAGES

German:	native
English:	fluent (Cambridge CAE 95%, FCE 92%)
Romansh (CH):	good spoken and written
French:	basic (DELF A2)

AWARDS & TALKS

2025 **ADC Talent Award** for *KOLLAPS*, a magazine about the new now

2025 **ADC Talent Award** for *ON|NO FUTURE*, a screen-printed calendar

2024 **Talk** *Integrating art with technology to represent research in movement*, Behavioural Science meets Metascience workshop, University of Oxford, UK

2022 **Nominated for best bachelor's thesis** (*The Age of Possibilities*), Muenster School of Design

INFORMATION DESIGN AND VISUAL COMMUNICATION

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WORK EXPERIENCE

12/2019 – present **Freelance Communication Designer**
Self-employed, Berlin, Germany

- Concept and design of advertising and print materials, infographics, illustrations and animations for clients in Germany, Switzerland and Belgium
- Infographics, illustration and animation for clients including Migration Matters (Berlin) and Nautinstruct (Harelbeke, Belgium)
- Advertising, print media and interior design for clients including BelArosa Chalet, Wunderraum AG and 7 Fridays Club (Switzerland); album cover for Skuff Barby (Münster)

09/2024 – 09/2025 **Student Assistant, Visual Communication**
Lab², WZB Berlin Social Science Center, Berlin, Germany

- Reworked the logo and developed the visual identity of Lab², extending it to projects of the Berlin Behavioral Economics group
- Designed social science teaching materials, promotional materials, event visuals and internal templates (print and digital)
- Managed social media (Bluesky, LinkedIn) and newsletters (rapidmail)

12/2022 – 03/2023 **Snowboard Instructor**
Element Snowboarding School, Scuol, Switzerland

06/2022 – 11/2022 **Intern and Part-time Employee, Communication Design**
Fuenfwerken Design AG, Berlin, Germany

- Corporate design refresh for Düsseldorf Airport: independently developed a design route and produced print media
- Concept and design for Ernst & Young (magazine), visitBerlin (logo) and others, including illustrations, icons, animations and UI design
- Benchmark research, sitting in on interviews, and preparing and supporting client workshops

09/2019 – 01/2024 **Content Manager**
Hotel Paradies (5-star), Ftan, Switzerland
@paradieshotelftan

09/2019 – 04/2020 **Student Trainee, *Project 100 jahre bauhaus im westen***
LWL Department of Culture, Landschaftsverband Westfalen-Lippe, Münster, Germany

- Edited and revised the project website in the Django content management system
- Designed print products and final artwork (save-the-date cards, exhibition flyer, textile banners for an exhibition)
- Supported organisation and accompanied the project team to working meetings

06/2017 – 10/2017 **Intern, Marketing and Graphic Design**
Alliana Pty Ltd (Exceptional Kangaroo Island)
Kangaroo Island, Australia

- Designed a series of menu cards and revised a children's activity book
- Reviewed and updated product listings on travel distribution partner websites
- Designed and built nest boxes and a modular shelving system for touring vehicles