

# PAULA NEWSTAT

## /// CREATIVE MARKETING EXECUTIVE

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A native of New Zealand, I'm a California based creative with extensive experience in the entertainment industry; specializing in Creative Direction, Graphic Design and Production Design. I'm an award winning creative director with a strong work ethic and a devotion for leading a team, creating and collaborating. I offer a well-rounded creative vision.

### CREATIVE DIRECTOR EXPERIENCE

**AUGUST 2012 - SEPTEMBER 2019**

**20TH CENTURY FOX / CREATIVE DIRECTOR**

Lead creative director for new release campaign creative for global release. Notable titles, *X-Men: Dark Phoenix*, *War for the Planet of the Apes*, *Skyfall 007*, *Kingsman Virtual Reality*. Brand collaboration with MGM, Netflix, Apple, Amazon, Marvel, Target, Walmart, Best Buy, Blue Sky, Dreamworks, Disney and many more.

### TV PRODUCTION DESIGN EXPERIENCE

**APRIL 2021 - CURRENT (FREELANCE)**

**JAMES PEARSE CONNELLY INC / DESIGNER**

Design services specializing in pre visualization and environment design for television set design for various shows.

**AUGUST 2020**

**TBS: GO-BIG SHOW / GRAPHIC DESIGNER**

Created large scale graphics for the production set design team, to adorn the entire stage, stunt props, and the judges chairs starring Snoop Dogg.

**MARCH 2020**

**OWN: READY TO LOVE / GRAPHIC DESIGNER**

Created graphics for interview backdrops and sourced materials.

**AUGUST 2019**

**MTV: ARE YOU THE ONE / GRAPHIC DESIGNER**

Designed custom poster for season 8, MTV's first sexually fluid series.

**NOVEMBER 2015**

**FOX TELEVISION: HOTEL HELL / GRAPHIC DESIGNER**

Lead graphic designer for unscripted TV makeover series starring Gordon Ramsay. Designed custom graphics for hotel room interior and exterior makeovers for set.

**OCTOBER 2013**

**WeTV NETWORK: L.A. HAIR / PRODUCTION DESIGNER**

Lead production designer for unscripted TV series featuring celebrity hair stylist, Kim Kimble. Redesigned and re-branded the salon, creating custom graphics for interior and exterior makeover.

**JUNE 2011 - DECEMBER 2011**

**CW NETWORK: REMODELED / CO-PRODUCTION DESIGNER**

Production designer for unscripted TV series featuring modeling agencies. Responsible for the physical makeover of 8 modeling agencies, including re-branding, interior design, and custom graphics and installation.

### EDUCATION

**OTIS COLLEGE OF ART & DESIGN**

Valedictorian with Honors

**BACHELOR OF FINE ARTS**

Emphasis: Graphic Design

Minor: Art History

**AUCKLAND UNIVERSITY OF TECHNOLOGY**

Emphasis: Fashion Design

### SKILLS

Adobe Creative Suite

Graphic Design

Typography

Identity Branding Design

Interior I Set Design

Visual Design

Packaging Design

Freehand Drawing

Collaboration & Communication

Critical Thinking & Problem Solving

Team Leadership & Project Management

### AWARDS & RECOGNITION

**OTIS COLLEGE OF ART & DESIGN**

Valedictorian

Drown Foundation Scholarship

International Scholarship

National Society Collegiate Scholars

**CLIO AWARD WINNER 2019**

Alien 40th Anniversary Edition

**20TH CENTURY FOX**

Brand Identity Winner, Women At Fox