

Cinthya Paulino (Molly Yllom)

Senior Brand & Product Designer

Digital Products · Brand Systems · Interface Design · Front-end



Santo Domingo, Dominican Republic · Remote, UTC-4 (full US Eastern overlap)
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SUMMARY

Brand and Product Designer with 17+ years building scalable visual systems across agencies, independent practice, and digital products. I translate brand strategy into digital experiences spanning identity systems, interfaces, and marketing assets. Every engagement starts with structured research and market analysis rather than taste alone, so that strategy and visual language stay connected. Has worked directly with US companies since 2019, including Neustack, Alliance Legal Group (New York), Advanced Therapy of South Florida, and Mater Design. Currently Head of Design at a digital products company, leading design across a cross-functional team of engineers, product, and marketing. Front-end capable with React, Next.js and Tailwind, with a strong focus on clarity, usability, and visual consistency.

CORE SKILLS

- Brand Strategy & Identity Systems
- Art Direction & Creative Leadership
- Product Design for Web & Apps (UI/UX)
- Design Systems & Visual Consistency
- Editorial, Print & Large-Format Design
- Landing Pages & Conversion-Focused Design
- Front-end Prototyping & UI Build
- Campaign Design & Marketing Assets
- Motion & Video for Brand & Campaign Work
- Research-Led Brand Discovery & Naming
- Cross-functional Collaboration (Product, Marketing, Engineering)
- Developer Handoff & Design QA
- Remote Collaboration in Distributed Teams

EXPERIENCE

Aerosol, Digital Products Company

Remote | 2024 - Present

Head of Design | 2026 - Present

- Lead all design functions for a digital products company, owning brand, product, and marketing design end to end.
- Directed the end-to-end redesign of a transactional web application, from information architecture and interface structure through final visual delivery and developer handoff.

Brand Consultant & Art Director | 2024 - 2026

- Built a brand system with sub-brand architecture and an organized asset library, so product, marketing, and partner teams reach what they need without design becoming a bottleneck. It shipped in July 2025, and in that month transactions rose 50 percent and donations 196 percent over the previous month.
- Shaped landing pages, interface structures, and user-facing product experiences for two consumer products, JobSkr and Spotlight.
- Partnered with leadership and engineers to translate brand and product goals into functional, user-ready design, and supported go-to-market communication and growth initiatives.

Mollyverse, Independent Product Venture

Designer & Front-end Developer · Remote | 2023 - Present

- Conceived, designed, built, and shipped mollyverse.art end to end, a consumer web platform for an original hand-drawn illustrated universe of 420 pieces across four series.
- Designed and coded the platform front-end in Next.js, React, and Tailwind, including authenticated purchase flows and catalog browsing.
- Launched a flagship series that **sold out its full inventory of 111 units** and continues to trade on secondary markets.
- Owned the entire go-to-market: brand, narrative, artwork, product, and community.

Art Director & Brand Designer, Independent Practice

Remote | 2008 - Present

- US clients since 2019: Neustack, Alliance Legal Group (New York), Advanced Therapy of South Florida, Mater Design. Dominican and international clients: INTEC, JMMB Bank, FAMA Collective, Ciudad Fiel, Canteras del Trópico.
- Designed brand identity systems for startups and established companies, beginning each engagement with a structured discovery questionnaire and competitive market analysis.
- Led creative direction for campaigns, editorial projects, and digital assets across finance, education, hospitality, music, and industrial sectors, developing brand guidelines that hold consistency across print, digital, environmental, and large-format applications.

Art Director, Marketing of Minds (MoM)

Santo Domingo, DR · Hybrid | 2019 - 2023

- Led branding and campaign development for a multi-client portfolio across digital and print.
- Supervised creative execution from concept through final delivery, managing designers and external production partners.
- Designed the channel identity for Dinerology (JMMB), which won **Bronze at the Effie Awards Dominican Republic 2023**.

Art Director, McCann-Erickson

Santo Domingo, DR · On-site | 2016 - 2018

- Developed integrated advertising campaigns for major national and international brands across TV, digital, and print.
- Contributed to concept development and visual storytelling across multiple channels.

Earlier Experience

Art Director, Room Grupo Creativo | 2014 - 2016

Art Director Intern, The Folio Club | 2014

Graphic Designer, Banco del Progreso | 2012 - 2013

Graphic Designer, Room Grupo Creativo | 2010 - 2012

SELECTED PROJECTS

Sub-brand Identity and Platform Redesign, Aerosol

- Developed a sub-brand identity aligned with the parent company while maintaining product-level differentiation.
- Led the platform redesign and the product communication assets supporting it.

mollyyllom.com, personal studio platform

- Designed and developed a fully responsive bilingual (ES/EN) portfolio site in Next.js, React, and Tailwind.
- Translated a personal brand identity into a functional, scalable digital experience.

marialunares.com, independent music artist

- Led creative direction and visual identity for an independent music project, building a cohesive aesthetic across digital platforms.
- Designed and developed a custom website translating the artistic concept into an immersive digital environment.

EDUCATION

Master's Degree in Art Direction, Graphic Design & Creativity | 2013 - 2014

Blanquerna, Ramon Llull University. Barcelona, Spain

Bachelor's Degree in Advertising & Graphic Design | 2007 - 2012

Universidad APEC. Santo Domingo, Dominican Republic

TOOLS

Design: Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Adobe After Effects · Adobe Premiere Pro · Figma

Presentation: Microsoft PowerPoint · Google Slides · Microsoft Office · Google Workspace

Front-end: React · Next.js · Tailwind CSS · HTML · CSS · Visual Studio Code · Git