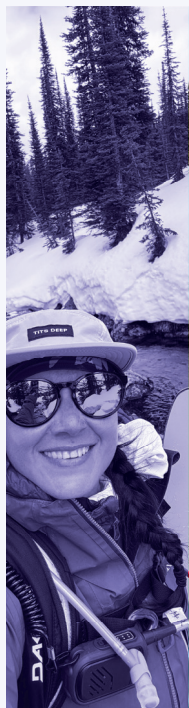


GRAPHIC DESIGNER

PAZ CHINCHILLA



001-208-5966319
mpaz.photoart@gmail.com
Donnelly, Idaho

Graphic designer with 14+ years of experience, mainly in the cycling industry with a broader focus on the outdoors. The last decade has been at Pivot Cycles, where I grew from a demo support role — working alongside the people who build the bikes, riding the product, and helping develop the brand pillars and marketing tools that support it — into a senior graphic design role, collaborating with the Head of Creative to grow the brand's design and creative output.

I work fluently across InDesign, Illustrator and Photoshop, shoot my own photography, illustrate original artwork, and understand print production and softgoods sourcing. Helping build our website from scratch pushed me into UX and Figma training, rounding out my skill set from print into digital design.

14+ yrs

Designing in the cycling industry & outdoor markets

Since 2014

At Pivot Cycles, from demo support to senior graphic designer — remote since 2018

Print + Digital

Catalogs, softgoods, events, web, social, presentations & illustration

EXPERIENCE

Senior Graphic Designer · Pivot Cycles

2022 — Present

Graphic design, brand & event support · Remote since 2018

Partner with the Head of Creative to shape the brand's marketing output — catalogs, product graphics, apparel, accessories, event graphics, email, digital and social — maintaining one visual voice across print and screen.

Own projects end to end: brief, concept, layout, revisions, press-ready files, vendor proofs and press checks.

Lead visual development for bike launches — web banners, presentations, sales documents, email and print ads.

Build marketing and sales presentations in InDesign and Figma for sales teams across Europe, the US and international markets, produced in English, Spanish, German and French.

Helped conceptualize and build the company website from the ground up, partnering closely with the Head of Creative and the IT team.

Conceptualize and design Pivot's event spaces, most notably for Sea Otter Classic, including vendor communication for quoting, sourcing and development.

Elevated the visual quality of email marketing by redesigning templates and layouts in HubSpot.

Illustrate original artwork used across projects, most visibly on the softgoods line.

Fully remote since 2018 — self-directed and effective across time zones.

Earlier Experience

Softgoods Program Coordinator, Marketing & Event Support · Pivot Cycles

2018 — 2022

Graphic design, brand & event support · Remote since 2018

Built the softgoods and cycling accessories program from the ground up and ran every stage of it: concept, design, vendor sourcing, sample rounds, pricing structure, ordering, inventory and receiving.

Managed the vendor relationships directly — specs, samples, revisions, costing and production timelines — partnering with marketing, purchasing, accounting and the warehouse to keep each season on schedule.

Designed the event footprint — tent, booth and display graphics, signage and print production — and ran the setup on site at races and festivals including Epic Rides and Roam Fest.

Co-created the Sunset Shred Series: conceptualized and coordinated the Pivot-run event series, in collaboration with partner brands like Wild Rye, DT Swiss, Yakima, as the co-sponsors of the program, to support women in the cycling industry and bring more women onto bikes.

Represented the brand face to face with dealers, riders and customers throughout the event season.

Demo Support · Pivot Cycles

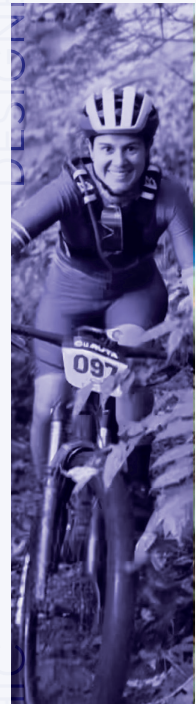
2014 — 2017

West Coast Demo Team

Served as the face of the company on the ground, traveling the Rockies West region with a partner to run the demo fleet — getting customers on test bikes, matching each rider to the right fit, and answering everything from first-timer questions to seasoned racers' technical ones.

Maintained a 30-bike fleet between stops alongside my partner — cleaning, tuning and servicing every bike so it rolled out flawlessly at the next event.

Supported major industry shows — Outerbike, Outdoor Demo and Sea Otter — building firsthand knowledge of the bikes, the technology and the riders that later carried into marketing and, eventually, design.



Graphic Design Intern · Angel Fire Resort

West Coast Demo Team

Designed brochures, trail maps, resort maps, web banners, and in-house collateral as part of a small marketing team, ensuring visual consistency across all guest-facing materials.

Adapted quickly to shifting seasonal demands, consistently delivering print-ready files under tight deadlines while adhering to strict brand guidelines.

Created menus and promotional flyers for the resort's multiple restaurants, tailoring each design to reflect the unique identity of the venue.

Freelance, Skills & Education

Advertising Design & Photography · Costa Rica

2011 — Present

Freelance & Independent Work

Rebranded two companies over three years — Megatrópico and Huevo Criollo — delivering new logos, full brand books, and usage guidelines for each.

Partnered with Huevo Criollo's social media and web teams to maintain a consistent graphic direction that reflected the company's brand ethos across all channels.

Designed billboards, POP displays, and product packaging for the Megatrópico and Huevo Criollo.

Developed advertising campaigns for a supermarket group, building three to four promotional campaigns annually from creative concept through final design and in-store rollout.

Shot competition photography for the national surf league.

SELECTED WORK

Softgoods & accessories line

Apparel and accessory graphics from first sketch to vendor-ready spec, season after season — including original illustration work.

Company website

Helped conceptualize and build the site with the marketing team — the project that pulled me into UX and Figma.

Product catalog

Long-form InDesign layout pairing technical detail with brand photography, rebuilt from master templates each year.

Product catalog

Large-format print for dealer and consumer shows, produced, shipped and installed on site..

SELECTED WORK

Adobe Indesign	ADVANCED
Adobe Illustrator	ADVANCED
Adobe Photoshop	ADVANCED
Adobe Indesign	ADVANCED
Adobe Lightroom	ADVANCED
Figma	IN TRAINING

LANGUAGES

Spanish — native
English — fluent, professional

WHAT I DO

Brand & identity systems

Editorial layout

Catalog design

Apparel & softgoods graphics

Packaging

Large-format & signage

Print production

Photography & retouching

Social & digital assets

Vendor coordination

EDUCATION

Bachelor of Graphic Design
University of Costa Rica

Figma — UI & Design Systems
In progress, 2026