

The background is a solid teal color. It features several large, semi-transparent geometric shapes: a circle in the top left, a square in the top center, a circle in the top right, a circle in the middle left, a square in the middle center, a circle in the bottom left, a square in the bottom center, and a circle in the bottom right. These shapes are arranged in a way that they overlap and create a modern, abstract pattern.

# Paola Nombrado

PORTFOLIO 2026

CAMPAIGN

# DBS BusinessClass

A series of events that encompasses and explores this ever-changing landscape of technology and businesses the path to sustainability for SMEs

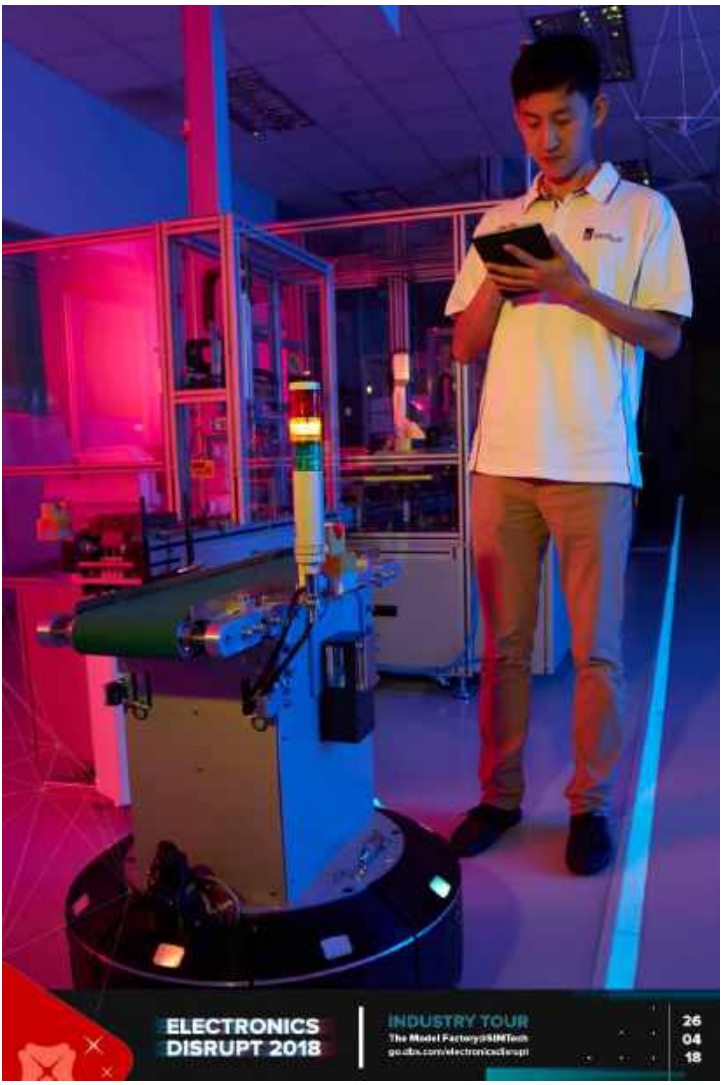
Role:

Art Direction, UI Design

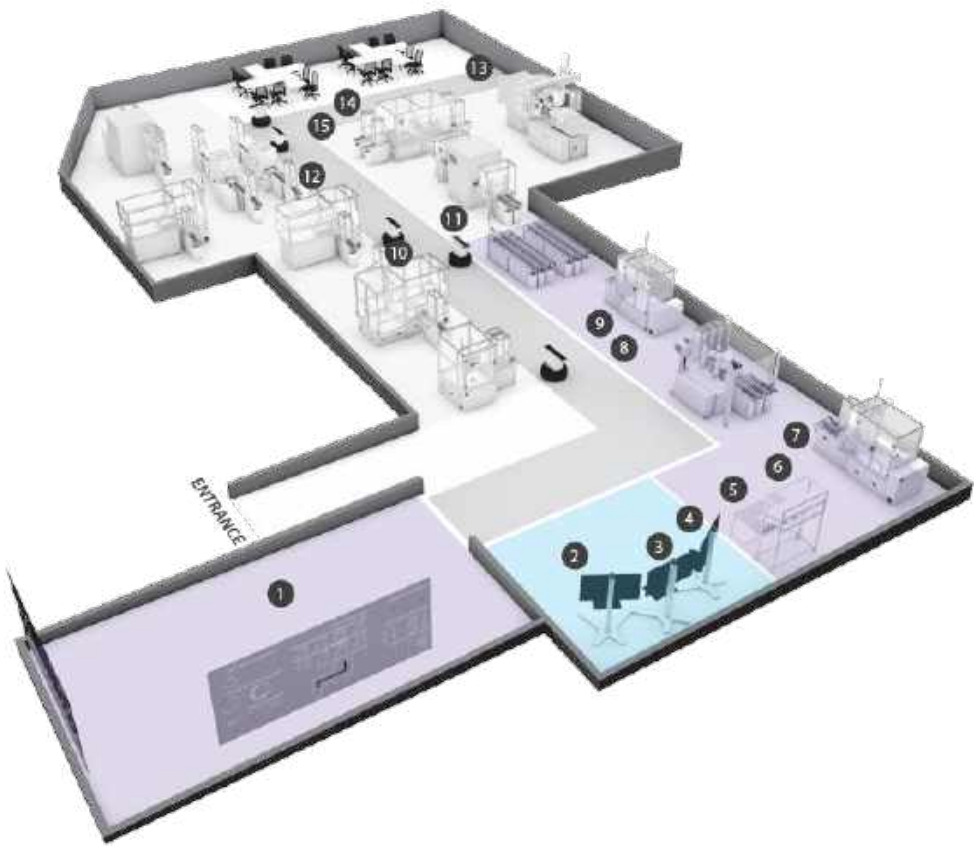




DBS - Disrupt Series

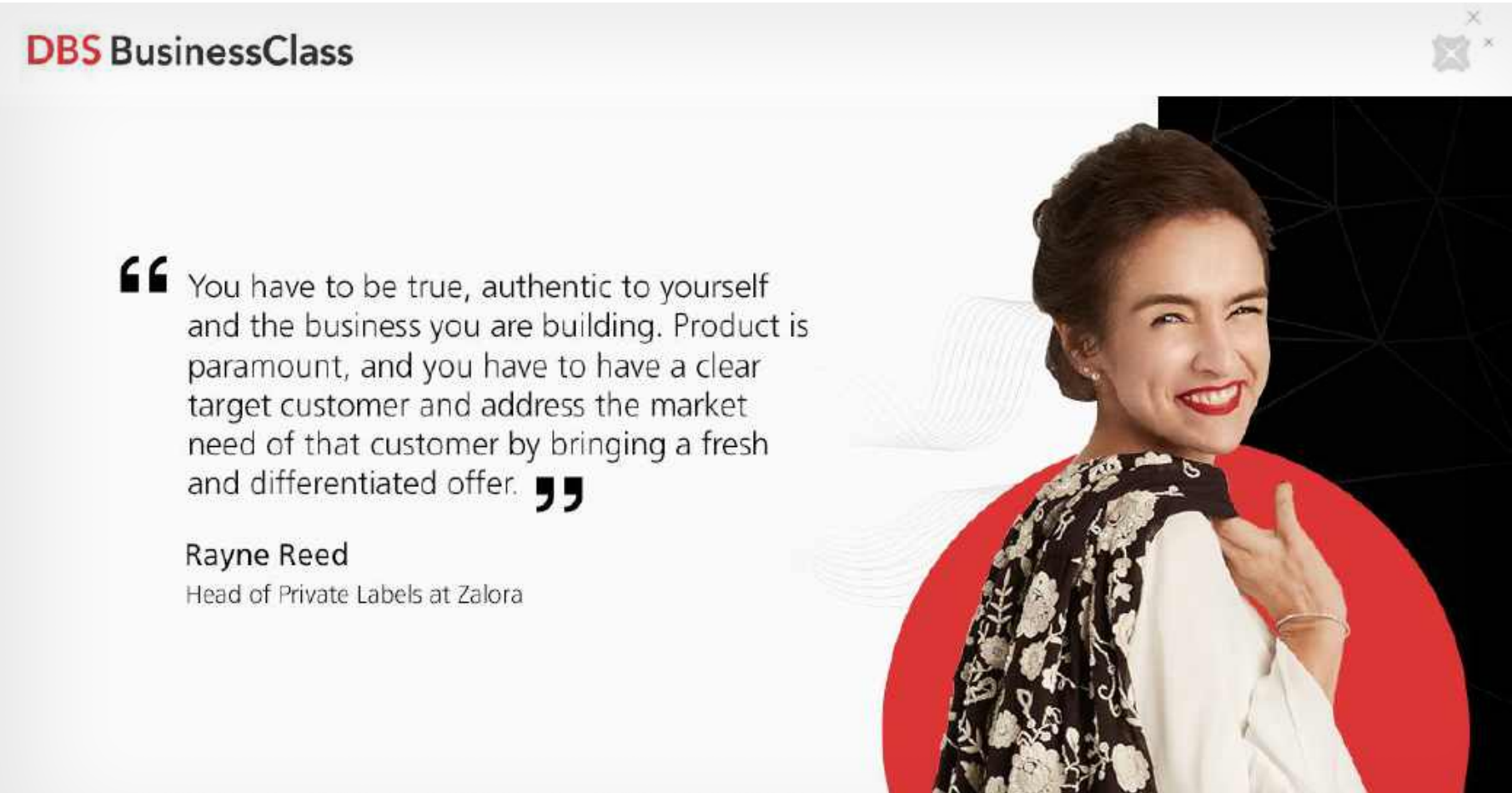


**DBS BusinessClass Electronic Disrupt** is an innovation playground that enables businesses to maximize their underutilized resources – who also exhibited their unique offering at the event.





DBS - Disrupt Series



**DBS BusinessClass Apparel Disrupt** focused on the industry's pain points, gathered local experts and leaders to share their insights on how technology turn around and reduce risks by turning recyclable wastes into useful materials.





DBS - Disrupt Series



**DBS Guide to Disrupting Food & Beverage** featured 20 cutting-edge exhibitors from around the world and was attended by over 300 VIPs and SMEs. The event also garnered significant press coverage due to their showcase of robotic servers, drone waiters, smart cookers and food scanners



DBS - Disrupt Series



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DBS - CNY Campaign





DBS - Storyboard and Animation





CAMPAIGN

# Zalora – Virtual Try On

ZALORA is Asia's leading online Fashion, Beauty, and Lifestyle destination.

## Role:

Concept, Art Direction, Copywriting

We've seen retail bankruptcies one after another during this pandemic and staying relevant is getting harder when you can't reach them

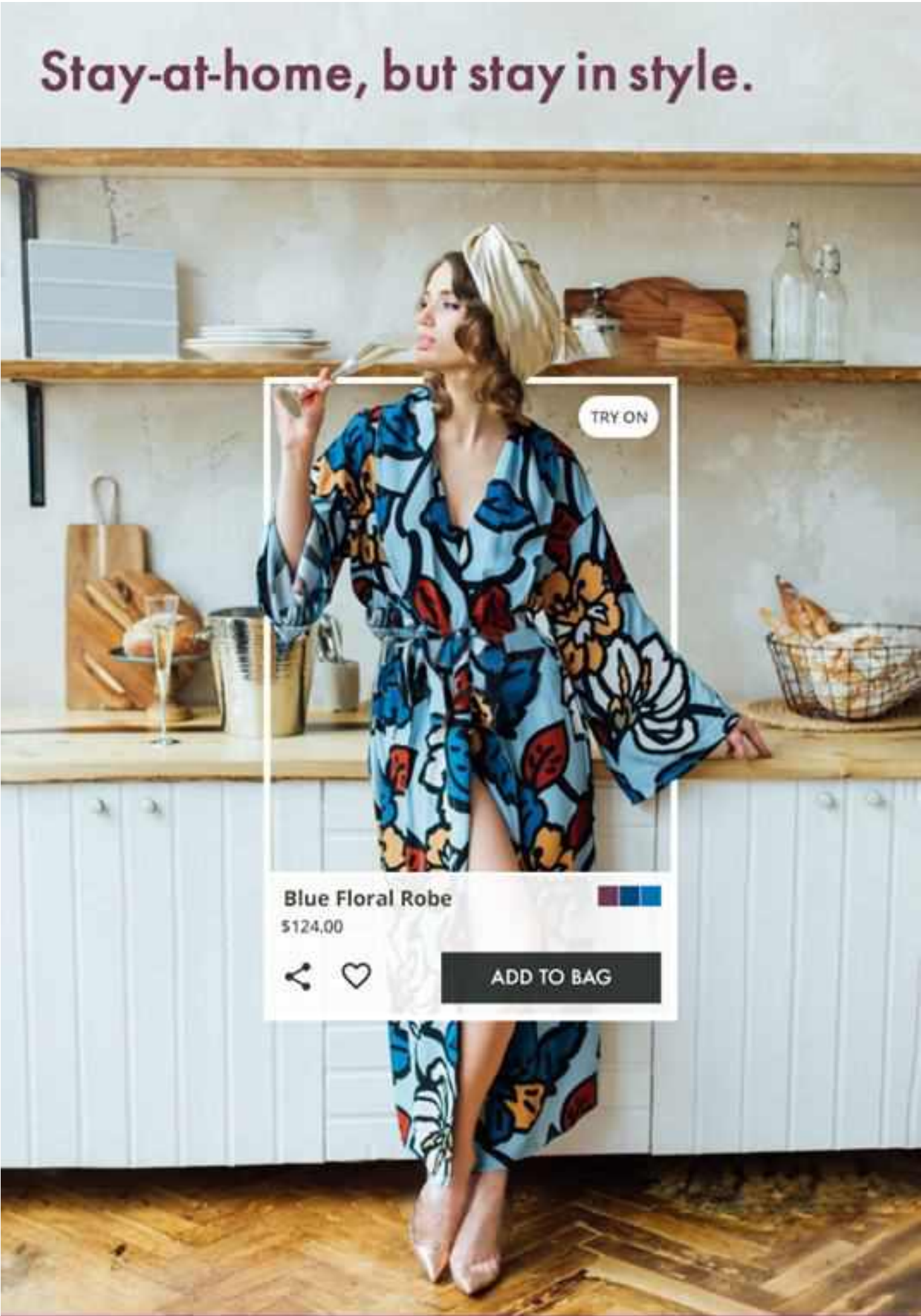
We a social initiative to promote staying safe while shopping by using Virtual Try On with the message "Stay at home, but stay in style."





Campaign - Zalora Virtual Try On

Stay-at-home, but stay in style.



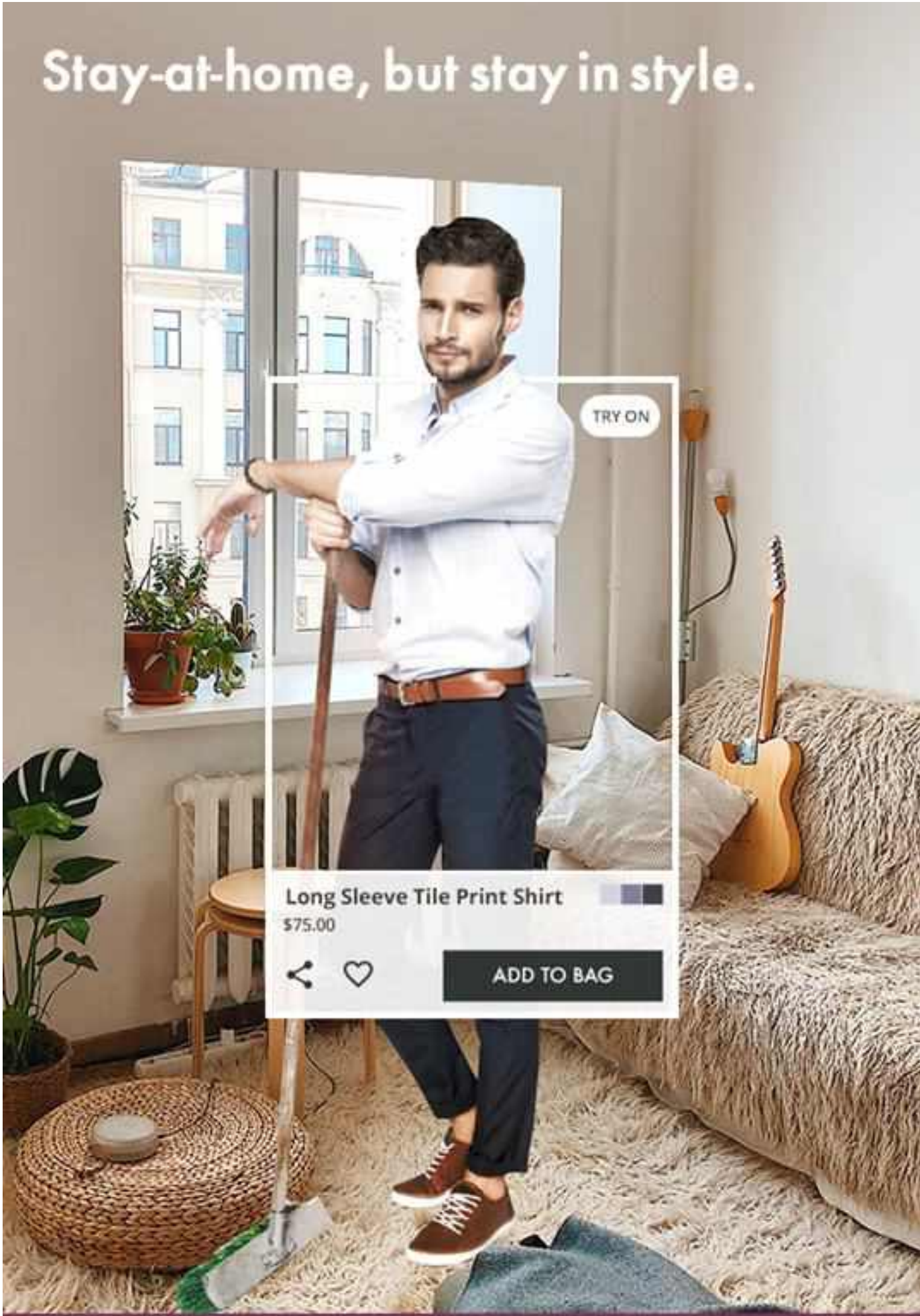
TRY ON

Blue Floral Robe  
\$124.00

ADD TO BAG

Stay safe while shopping. Experience Virtual Try On. ZALORA

Stay-at-home, but stay in style.



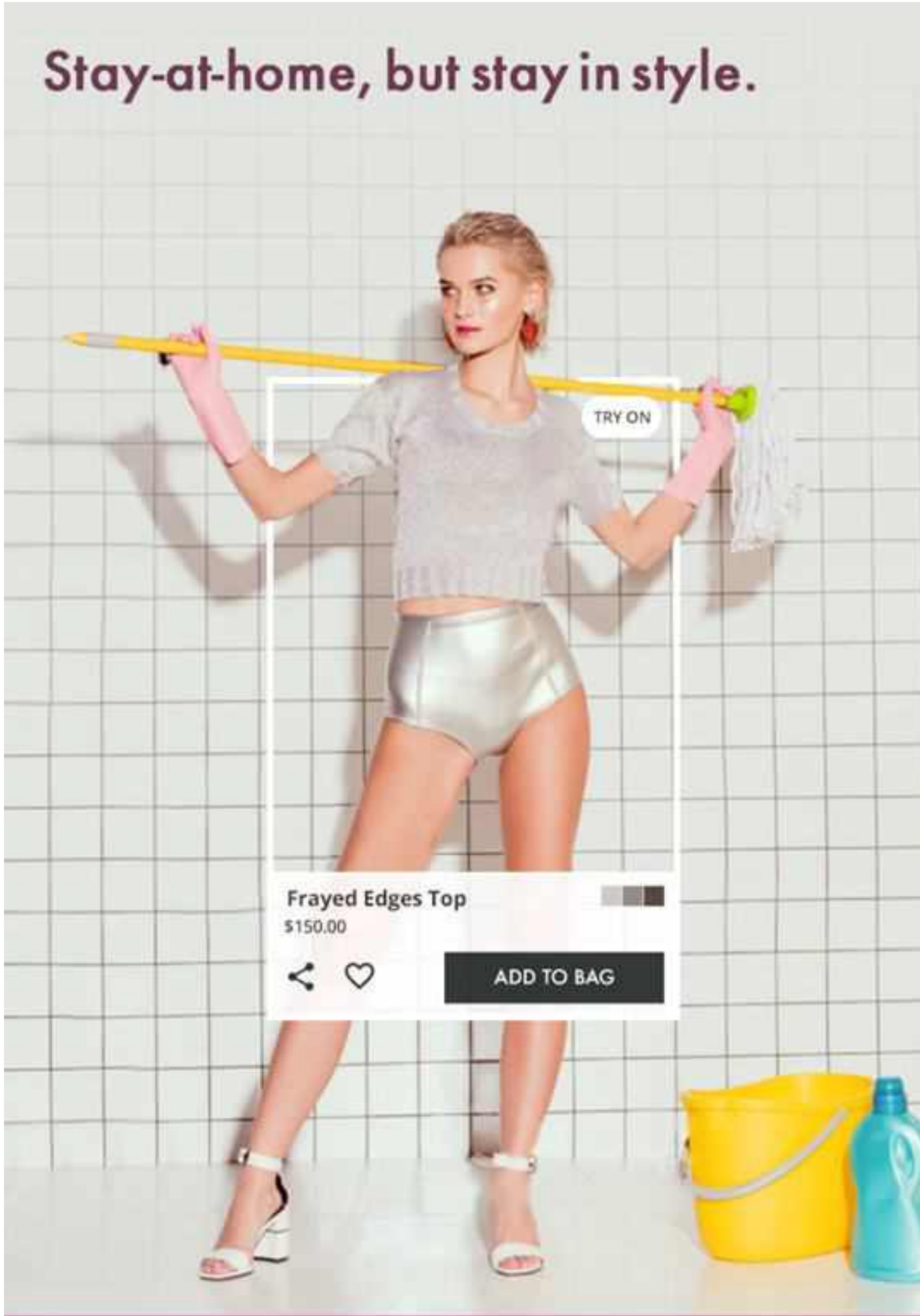
TRY ON

Long Sleeve Tile Print Shirt  
\$75.00

ADD TO BAG

Stay safe while shopping. Experience Virtual Try On. ZALORA

Stay-at-home, but stay in style.



TRY ON

Frayed Edges Top  
\$150.00

ADD TO BAG

Stay safe while shopping. Experience Virtual Try On. ZALORA



Campaign - Zalora Virtual Try On



Virtual Try On Mirror



Zalora Pop-up Virtual Try On Store

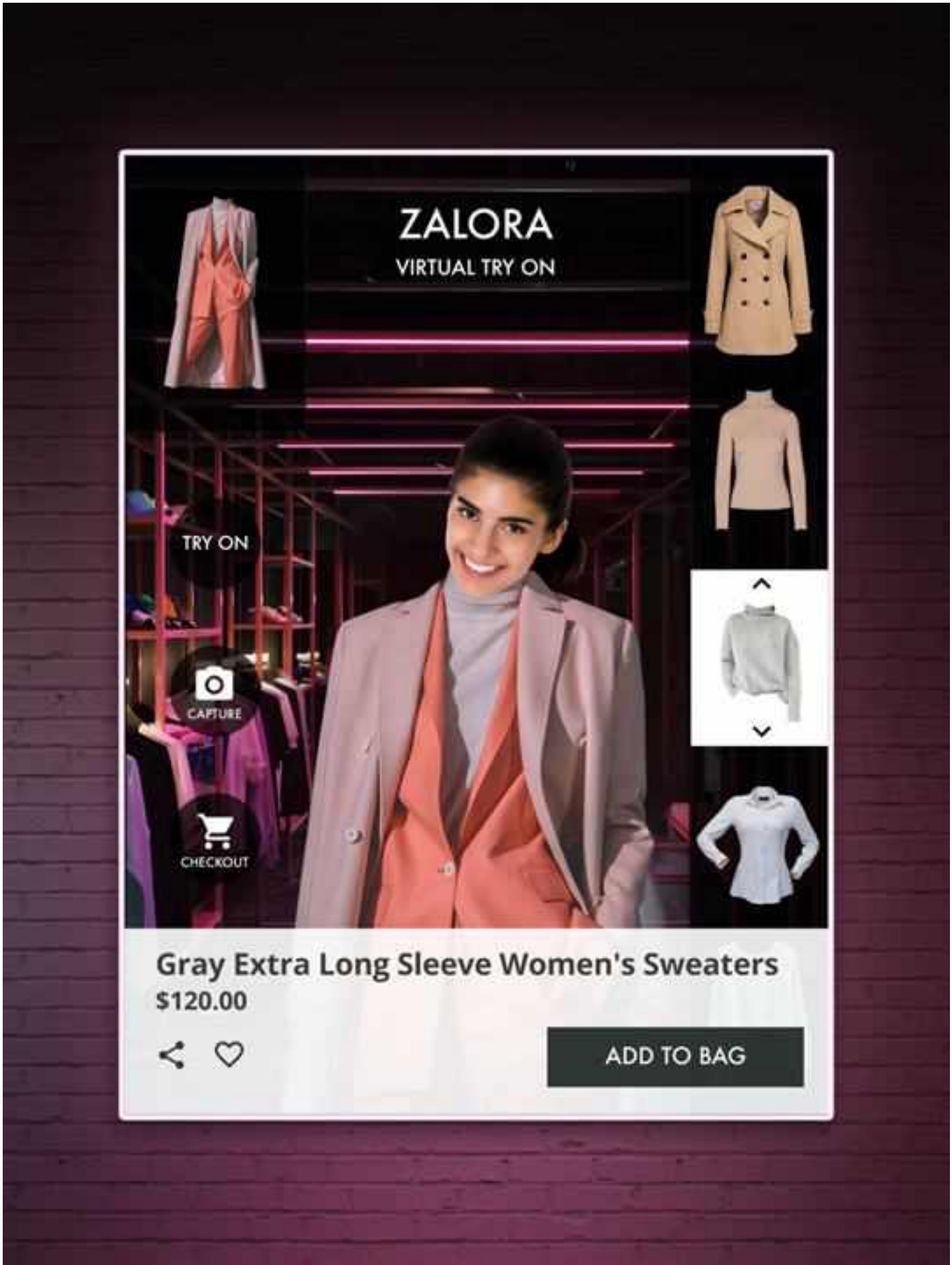
Location: Mall activity center  
Launch date: 12/12/2020



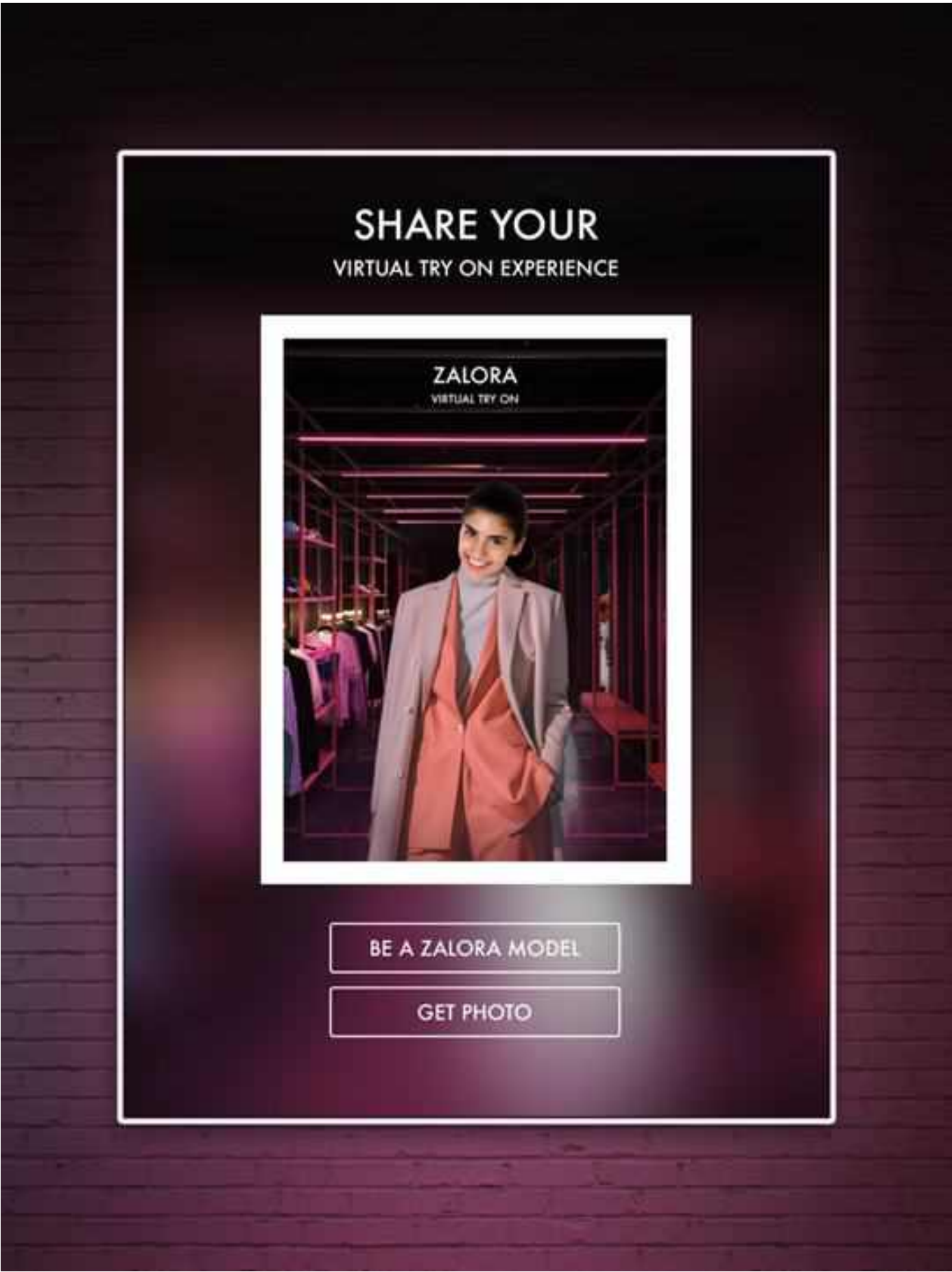
Campaign - Zalora Virtual Try On



Scan



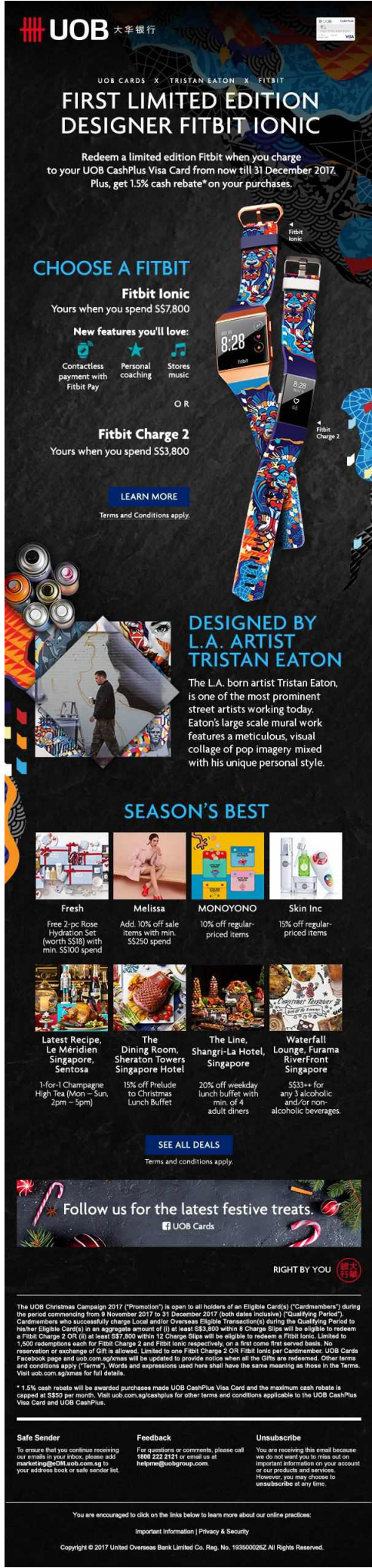
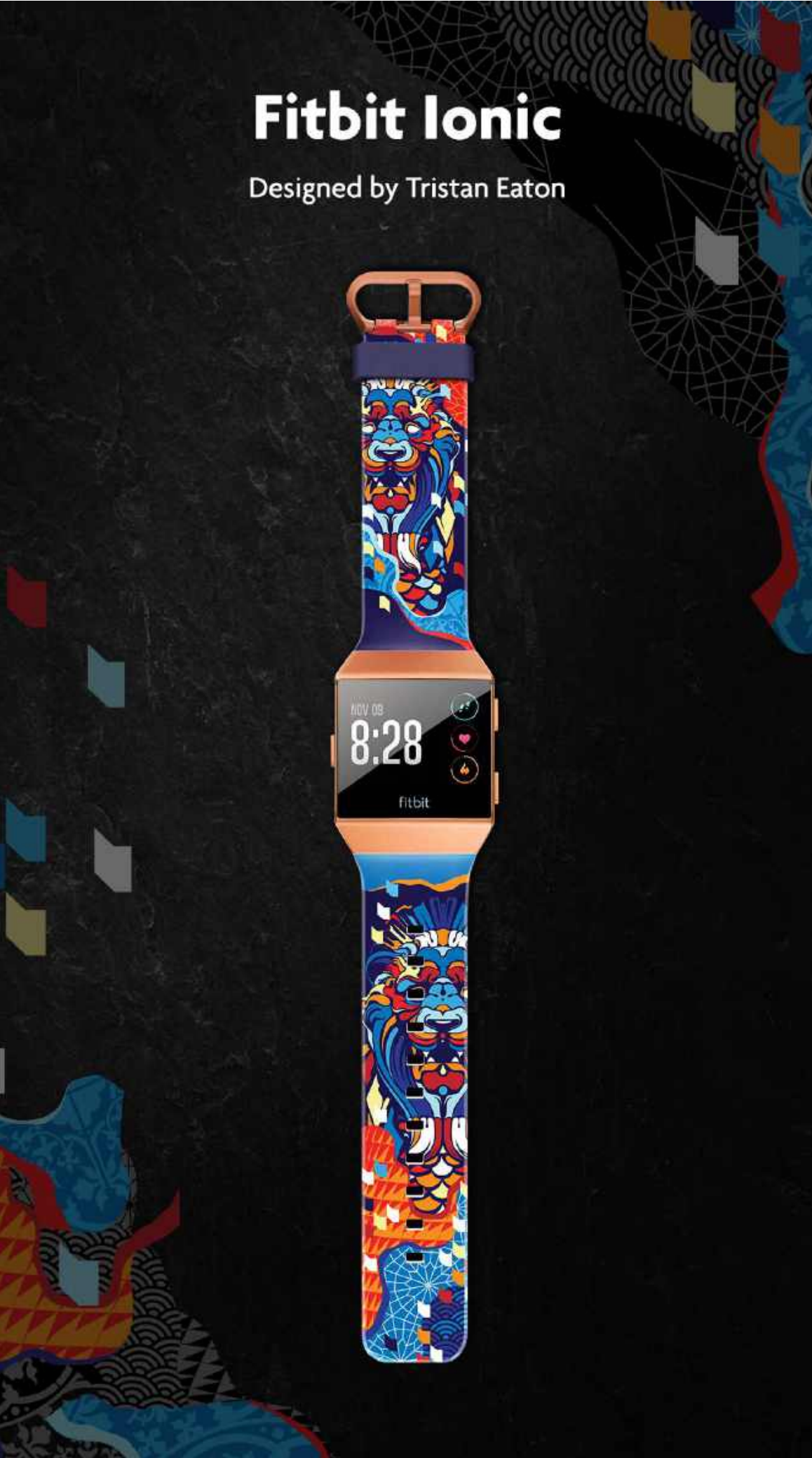
Navigate options



Post online



# UOB Email Campaign - Concept, Design





Coffeepeaks - Branding, Art Direction, Photography



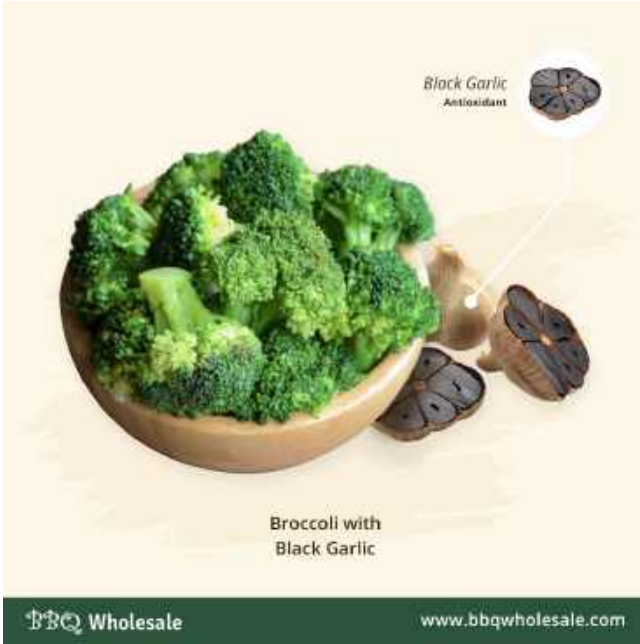
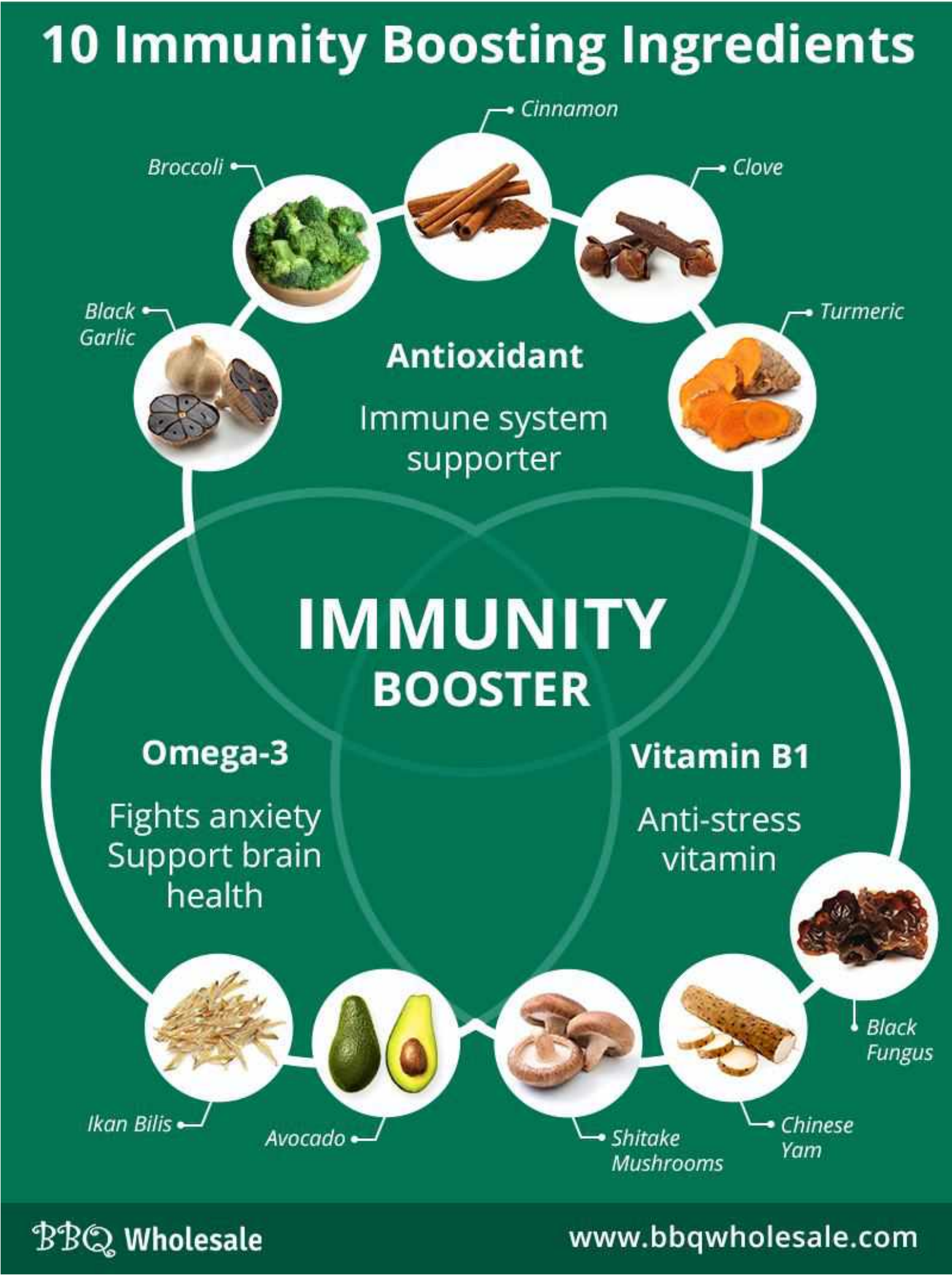
COFFEE PEAKS			
COFFEE DRIPS SELECTION			
CLASSIC		5s	10s
Arabica Blend		105	180
Benguet Blend		100	175
Barako Blend		100	175
Sagada Blend		110	185
Kalinga Blend		100	175
FLAVORED		5s	10s
Macadamia <b>NEW</b>		110	185
Hazelnut		105	180
Vanilla		105	180
Caramel		110	185
Butterscotch		110	185
Chocolate Strawberry		110	185

\*Prices may change without prior notice





BBQWS - Concept, Design



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Broccoli with Black Garlic  
Braised Soy Chicken with Black Fungus  
Nasi Lemak Set with Baked Almond and Ikan Bilis

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BRANDING

# Hiremetrix

Hiremetrix is a digital platform that bridges the gap between companies and university graduates

Role:

Concept, Design, Branding



Hiremetrix





# Hiremetrix





CAMPAIGN

# Vespa Sprint

The Vespa Sprint was created to turn even the most mundane trip into a fun outing.

Role:

Concept, Art Direction, Copywriting




Your favorite person.  
**Your favorite ride.**

Visit <http://www.vespa.com/>




Campaign - Vespa Sprint



Vespa<sup>®</sup>  
Sprint

Your favorite place.  
**Your favorite ride.**





Vespa<sup>®</sup>  
Sprint

Your favorite person.  
**Your favorite ride.**





Vespa<sup>®</sup>  
Sprint

Your favorite suit.  
**Your favorite ride.**





# Thank you!

**Let's Connect**

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