

NATHALIE NOVA

Graphic Designer

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email@email.com

Place of birth *San Antonio* Driving license *Full*
Nationality *American*

LINKS

[visualize.me](#), [Instagram](#), [WordPress](#), [Pinterest](#)

PROFILE

Super creative Graphic Design Professional with over a decade of experience in ideating concept innovation in both online and offline design products for market disruptors in the publishing world. In-depth knowledge of end-to-end design processes from conceptualization to commercialization. Self-taught HTML guru with certified credentials in CSS and Wordpress.

EMPLOYMENT HISTORY

❖ **Lead Graphic Designer, Blue Byrd Advertising** Jan 2018 — Present
Platzberg

Coordinated with professional baseball leagues to design brand new merchandising for the Superbowl season which was then deployed and sold at over 1000 stores in various states.

- Act as the Design Lead in video production processes of corporate films and online presentations
- Approve all creative imaging to be used in company brochures and corporate identity materials
- Train junior designers on color correction, lighting, and editing of promotional videos
- Prepare detailed artwork and graphics from content and images provided by photographers, copywriters, and graphic artists
- Oversee the visual expression and continuity of clients' individual brands
- Negotiate service level agreements, time-frames, and pricing with prospective clients
- Pitch up to four proof of concept ideas per every design project
- Manage a creative team of designers, copywriters and animation specialists
- Overseeing projects from conception to execution ensuring adequate quality control measures are in place

❖ **Senior Graphic Designer, Encapsulate Insurance** Jan 2015 — Dec 2017
San Diego

Designed an innovative art-proofing system which increased production quality to almost 100% thereby increasing customer satisfaction reviews to 97.5%.

- Produce original graphic design work for online social media platforms
- Create brand images and visuals according to client specifications
- Take draft designs from interns and turn them into proof of concept proposals for final client approval
- Liaise with multiple stakeholders to generate new logos and branding items
- Design graphic art and promotional materials to be used at trade shows and exhibitions
- Integrate design work to be used in online and offline marketing campaigns for brand awareness activities
- Pitch design concepts and ideas to clients
- Facilitate multiple publishing projects and commission illustrators and photographers required to complete these undertakings
- Design trade-marks, leaflets, outdoor banners and logos for corporate gifts
- Provide graphical support for content writers to be used in blogs, vlogs, websites, and social media sites

❖ **Junior Graphic Designer, Indigo Graphic Design Consultants** Jan 2014 — Dec 2014
San Francisco

Recipient of the 2017 Shopify Ecommerce Design accolade for junior graphic design professionals.

- Collaborate with senior designers to conceptualize and generate product advertisements and promotional materials for printed ads, digital marketing campaigns, brochures and flyers
- Ideate unique visual displays and artwork for conferences, trade shows, and exhibitions
- Create infographic content for bi-monthly newsletters including all copywriting and imaging
- Provide concept designs for landing pages and websites for approval by senior designer
- Conduct preliminary customer needs analysis to gain a comprehensive understanding of their brand as to suggest color schemes, styles photographic images and animation formats

EDUCATION

❖ **Hootsuite Media** Jul 2018 — Jul 2018
Hootsuite Certified Professional Albany

❖ **Massachusetts Institute of Technology (MIT)** May 2016 — Dec 2016
Adobe CSS Certified, Open Course Ware

❖ **University of Southern California** Jan 2012 — Jul 2014
Bachelor of Arts in Graphic Design Los Angeles

❖ **Adobe Academy** Jan 2013 — Jul 2013
Adobe Certified Expert Online

Course Topics: Illustrator & Photoshop

SKILLS

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| UI/UX Design <i>Expert</i> | Video Production <i>Expert</i> |
| HTML <i>Expert</i> | Layout Principles <i>Expert</i> |
| InDesign <i>Expert</i> | Product Packaging Design <i>Expert</i> |
| Adobe CS <i>Expert</i> | App design <i>Experienced</i> |
| Photoshop <i>Expert</i> | Web design <i>Experienced</i> |
| Dreamweaver <i>Expert</i> | Exhibition Design <i>Skillful</i> |
| Java Script <i>Expert</i> | Motion Graphics <i>Skillful</i> |
| Adobe Creative Suite <i>Expert</i> | Graphic Intervention <i>Skillful</i> |
| Wacom Bamboo <i>Expert</i> | Screen-Based Media <i>Skillful</i> |
| Esthetic Design Concepts <i>Expert</i> | |

COURSES

❖ **Advanced Course in Digital Graphic Design** May 2019 — Jul 2019
University of Delaware

❖ **Cinema 4D Master (C4D)** May 2016 — Jul 2016
ADMEC Multimedia Institute

❖ **Storytelling for Business** Jan 2013 — Aug 2013
Udemy

LANGUAGES

English, Dutch, German *Native speaker*