

Nathalie Nova, Graphic Designer

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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

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

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

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

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

May 2016 — Dec 2016	Adobe CS5 Certified,, Massachusetts Institute of Technology (MIT)	Open Course Ware
Jan 2012 — Jul 2014	Bachelor of Arts in Graphic Design, University of Southern California	Los Angeles
Jan 2013 — Jul 2013	Adobe Certified Expert, Adobe Academy Course Topics: Illustrator & Photoshop	Online

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

COURSES

May 2019 — Jul 2019	Advanced Course in Digital Graphic Design, University of Delaware
May 2016 — Jul 2016	Cinema 4D Master (C4D), ADMEC Multimedia Institute
Jan 2013 — Aug 2013	Storytelling for Business, Udemey

LANGUAGES	English, Dutch, German	Native speaker
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