



# Nathalie Nova, Graphic Designer

LOS ANGELES, CA 90291, UNITED STATES --  
email@email.com

## DETAILS

1515 Pacific Ave  
Los Angeles, CA 90291,  
United States  
(541) 754-3010

## PLACE OF BIRTH

San Antonio

## NATIONALITY

American

## DRIVING LICENSE

Full

## LINKS

[visualize.me](#)

[Instagram](#)

[WordPress](#)

[Pinterest](#)

## SKILLS

[UI/UX Design](#)

[HTML](#)

[InDesign](#)

[Adobe CS](#)

[Photoshop](#)

[Dreamweaver](#)

[Java Script](#)

[Adobe Creative Suite](#)

[Wacom Bamboo](#)

[Esthetic Design Concepts](#)

[Video Production](#)

[Layout Principles](#)

## 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, Hootsuite Certified Professional**

Jul 2018 — Jul 2018, Albany

### **Massachusetts Institute of Technology (MIT), Adobe CS5 Certified,**

May 2016 — Dec 2016, Open Course Ware

### **University of Southern California, Bachelor of Arts in Graphic Design**

Jan 2012 — Jul 2014, Los Angeles

### **Adobe Academy, Adobe Certified Expert**

Jan 2013 — Jul 2013, Online

Course Topics: Illustrator & Photoshop

## COURSES

### **Advanced Course in Digital Graphic Design, University of Delaware**

May 2019 — Jul 2019

### **Cinema 4D Master (C4D), ADMEC Multimedia Institute**

May 2016 — Jul 2016

### **Storytelling for Business, Udemey**

Jan 2013 — Aug 2013

Product Packaging Design

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App design

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Web design

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Exhibition Design

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Motion Graphics

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Graphic Intervention

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Screen-Based Media

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## LANGUAGES

English, Dutch, German

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