



Nathalie Nova

Graphic Designer

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01 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.

02 EMPLOYMENT HISTORY

Jan 2018 — Present
Platzberg

Lead Graphic Designer at Blue Byrd Advertising

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
San Diego

Senior Graphic Designer at Encapsulate Insurance

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
San Francisco

Junior Graphic Designer at Indigo Graphic Design Consultants

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

03 EDUCATION

Jul 2018 — Jul 2018
Albany

Hootsuite Media
Hootsuite Certified Professional

May 2016 — Dec 2016
Open Course Ware

Massachusetts Institute of Technology (MIT)
Adobe CS5 Certified,

Jan 2012 — Jul 2014
Los Angeles

University of Southern California
Bachelor of Arts in Graphic Design

Jan 2013 — Jul 2013
Online

Adobe Academy
Adobe Certified Expert

Course Topics: Illustrator & Photoshop

04 SKILLS

UI/UX Design ●●●●●●

HTML ●●●●●●

InDesign ●●●●●●

Adobe CS ●●●●●●

Photoshop ●●●●●●

Dreamweaver ●●●●●●

Java Script ●●●●●●

Adobe Creative Suite ●●●●●●

Wacom Bamboo ●●●●●●

Esthetic Design Concepts ●●●●●●

Video Production ●●●●●●

Layout Principles ●●●●●●

Product Packaging Design ●●●●●●

App design ●●●●●●

Web design ●●●●●●

Exhibition Design ●●●●●●

Motion Graphics ●●●●●●

Graphic Intervention ●●●●●●

Screen-Based Media ●●●●●●

05 COURSES

May 2019 — Jul 2019

Advanced Course in Digital Graphic Design at University of Delaware

May 2016 — Jul 2016

Cinema 4D Master (C4D) at ADMEC Multimedia Institute

Jan 2013 — Aug 2013

Storytelling for Business at Udemy

06 LANGUAGES

English, Dutch, German ●●●●●●