

Nataly Aviles

Graphic Designer & Illustrator

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Experience

JUNIOR GRAPHIC DESIGNER, DOTDASH MEREDITH

February 2024 - Present

Contracted through CreativeCircle, I designed assets for high-profile event launches such as the *Food&Wine Classic* in Charleston and *Travel+Leisure's World's Best Summit & Award Ceremony*. Created 65 custom award layouts, house ads, invitations, event signage, templates, magazine ads, and merchandise. Additionally, handled in-house requests for various party invites, email designs, print design and branded collateral for *Food&Wine* and *Travel+Leisure*.

IN-HOUSE DESIGNER, HARDKNOX ASTORIA

January 2024 - Present

Emphasized brand consistency and shared a deep understanding of brand identity. Developed and maintained the visual branding, creating print collateral (flyers, business cards, A-frame signs, window vinyls), merchandise, and house ads. Launched a full website redesign to elevate user interactivity and boost sales/SEO metrics, increasing traffic by 40%. Ensured all designs adhere strictly to the company's branding and messaging, facilitating both internal and external communications and marketing efforts.

GRAPHIC DESIGN INTERN, M&C SAATCHI SENA

March 2023 - June 2023

Collaborated with the in-house team to develop layout alterations, deck templates, and a full re-branding kit, enhancing brand-building efforts. Skilled in resizing and converting graphic elements, creating mood-boards, graphics, and mock-ups. Actively participated in meeting debriefs, incorporating feedback from the design director to improve project quality. Worked on recon for high-profile clients including Oakley, Jiffy Lube, Luxottica, and Stock X.

BRAND IDENTITY DESIGNER, PNG.PIXIE

December 2021 - Present

Freelance brand positioning and strategic media development. Organized and facilitated weekly client meetings to translate ideas into editable drafts and final products. Ensured prompt file formatting for digital posts and print production. Created comprehensive brand collateral, including logo suites, icons, signage, business cards, packaging, and apparel. Selected clients include HouseofBRKT, Beauty Therapy, and Taino Properties.

PRINT DESIGNER & EDITOR, LA COSTA CANYON

August 2017- May 2019

Photography and Opinion Section Editor with a strong background in overseeing on-site photography and editing. Managed copywriting and story assignments for junior writers, and designed article layouts for printed magazines. Crafted supporting graphics, photo editing and color correction. Provided creative direction for photoshoots, consistently meeting tight monthly deadlines to print and distribute magazines to over 1.6k secondary students. Designed for award-winning layouts, recognized by the American Scholastic Press Association.

Education

PACE UNIVERSITY

- BA in Communication Studies, Graphic Design Minor.
- Summa Cum Laude Graduate, Fourfold Dean's List Student, Member of National Society of Leadership & Success.

Skills

COMMUNICATION & DESIGN

- Interdisciplinary visual artist comfortable with various mediums/styles
- Articulate writer with effective interpersonal skills
- Team-oriented & receptive to collaboration, critique & change
- Attentive to pop culture & social media to cultivate a dynamic understanding of social trends
- Strong understanding of composition, hierarchy, color theory & their overall effect on an audience

SOFTWARE & PROGRAMMING

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, etc.)
- Figma
- Dragonframe, Final Cut Pro
- PC & Mac Platforms
- HTML, CSS & Python (*Elementary*)
- Google Workspace, Slack, Jira, Zoom, Microsoft Office
- Powerpoint, Keynote

LANGUAGES

- English
- Spanish
- American Sign Language
- Swedish