



natalie williams

GRAPHIC DESIGNER

nataliewilliamsdesign.com



CONTACT

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SKILLS

Adobe InDesign	QuarkXpress
Adobe PhotoShop	Dreamweaver
Adobe Illustrator	Photography
Adobe After Effects	Microsoft Office
Adobe Acrobat	Lightroom



EDUCATION

UNIVERSITY OF CALIFORNIA,
LOS ANGELES – EXTENSION
CERTIFICATE IN GRAPHIC DESIGN/
COMPUTER GRAPHICS

CALIFORNIA STATE UNIVERSITY,
FULLERTON
BACHELOR OF ARTS BUSINESS
ADMINISTRATION/MARKETING



SUMMARY

Graphic designer with extensive experience and exceptional collaborative, communication and interpersonal skills. Positive team player with proven ability to push the limits in fast-paced, high-volume, deadline-driven environments with attention to detail and an emphasis on accuracy and quality. Creative problem solver with strong concept, production and project management skills. Continually seeking creative excellence, innovation and continued development.

- Detail-oriented
- Quick study
- Reliable
- Innovative
- Multi-tasker
- Flexible
- Proactive
- Dedicated



EXPERIENCE

PAAMCO

(July 2015 to present)

GRAPHIC DESIGNER

- Implemented newly developed brand by working with development team to push design templates and standards to employees.
- Trained existing and continued to train new employees on company brand and application of style guide.
- Create logos and identity standards for new products.
- Regularly update, revise and publish style guide with new information.
- Create artwork for company events, external ads, presentations, web assets and other materials.
- Work with external vendor to design and implement redesigned web site including the research and acquisition of images and fonts, as well as the update of site content.
- Work directly with web developers to maintain and edit website via WordPress.

EXEMPLIS/SITONIT

(Nov 2014 to May 2015)

(Contract Through 24Seven Talent)

GRAPHIC DESIGNER

- Assisted in development of product launch brochures, price books, textile and product information guides and other catalog/brochures.
- Revised and retouched product line art, renderings and images.
- Created artwork for web assets such as banners, buttons and marquees.
- Created/revised other sales materials including direct mail, hangtags, postcards, thank you cards and sale sheets.
- Actively participated in team projects and assisted team members with busy workload.



EXPERIENCE
(continued)

UNITEDHEALTHCARE/
PACIFICARE HEALTH SYSTEMS, INC
GRAPHIC DESIGNER

(2000 to 2014)

- Developed and directed a variety of high-visibility projects including brochures, fliers, member materials, direct mail, presentations, eblasts, web banners, signage and other materials as needed.
- Participated in creative brainstorming sessions and design concepting.
- Partnered with internal and external teams to develop content and collateral that supported and enhanced the client's overall marketing strategy and communication goals.
- Modified existing artwork and developed templates for new artwork.
- Organized all elements required for development of artwork and associated components, including artwork proofs, samples, and mock-ups.
- Worked within brand guidelines and the took opportunities to improve them.
- Actively participated in team projects and assist team members with workload as necessary.

PACIFICARE HEALTH SYSTEMS, INC.
COMMERCIAL MARKETING PROJECT MANAGER

(1998 to 2000)

- Coordinated publication projects from initial development through production, distribution and evaluation.
- Interfaced with clients, creative staff, print production and outside vendors to coordinate production, trafficking and scheduling of publications.
- Participated in development of publication/project budgets, tracked expenses and related costs, and reported to supervisor on budget variances.

OTHER RELATED WORK EXPERIENCE

VOLUNTEER: Direct, design and produce annual Keith Urban Calendar for the Children of St. Jude Children's Research Hospital from concept to completion. Project has raised over \$850,000 for the hospital since it's inception in 2003.

FREELANCE: Develop various materials for clients including brochures, manuals, posters, tradeshow materials, invitations, logos and business cards. Clients include St. Jude Children's Research Hospital, UnitedHealthcare, MDCare and EMG Medical Group.

PHOTOGRAPHY: Experienced using Canon digital SLR equipment for product and event photography.



REFERENCES

PROFESSIONAL

Sue Berkel
VP Finance, Retired
UnitedHealthcare
Former Supervisor
714.273.7506
susanberkel714@gmail.com

Bob Winter
Associate Director
Pre Post Print and Mail
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PERSONAL

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