

ONLINE PORTFOLIO

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San Francisco, CA

# NATALIE CIPRIANO | UI/Visual Designer

A creative problem-solver and strategic thinker, who's extremely organized, able to manage multiple projects with meticulous attention to detail and meet tight deadlines. Has outstanding work ethics, and experience in web, mobile, print, and motion.

## SKILLS

### SPECIALTIES

- Visual design
- User Interface design
- Layout, typography
- Infographics
- Animation
- Image development
- Print/digital production

### PERFORMANCE

- Strong design thinking
- Multi-tasking in fast-paced environments
- Great communication skills
- Collaborative team player
- Inspiring leader
- Fast learner

### SOFTWARE

- Adobe CC: Photoshop, Illustrator, InDesign, Acrobat, AfterEffects, XD
- Sketch, Figma, InVision, Zeplin
- Keynote, Google Slides
- PowerPoint, Word, Excel
- Mac OS, Windows

## WORK EXPERIENCE

### ASSOCIATE DESIGN DIRECTOR

VMLY&R HEALTH

[vmlyr.com/health](http://vmlyr.com/health)

San Francisco

JAN 2023 – PRESENT

[Accounts included Colgate, Pfizer, GSK, Walgreens, AstraZeneca](#)

- Leveraging art direction and design craft, brought to life creative ideas for client pitches
- Applied design systems and accessibility knowledge to create responsive websites
- Presented design rationale to internal teams and stakeholders
- Ideated and delivered marketing communications, including emails, social media, animations, print

### SR. VISUAL DESIGNER

VMLY&R HEALTH

[vmlyr.com/health](http://vmlyr.com/health)

San Francisco

MAY 2019 – DEC 2022

[Accounts included AstraZeneca, Alexion, Ultragenyx, BioMarin, Lily, Kite](#)

- Developed creative concepts for marketing communications, web, and immersive experiences
- Worked cross-functionally with UX, development, and animation teams, providing design support
- Designed trade-show booths, interactive apps, promo materials, emails, animated presentations
- Created custom graphics, icons, and illustrations for marketing deliverables

### GRAPHIC DESIGNER

PALMER Ad Agency

[palmeradagency.com](http://palmeradagency.com)

San Francisco

AUG 2015 – MAR 2019

[Accounts included Port of Stockton, Health Plan of San Joaquin, Boviet Solar, Citadel, Rare Parts, etc.](#)

- Conceptualized and designed responsive websites, landing pages, web banners, social media profiles and posts, emails, presentations, magazine ads, direct mail letters, postcards, inserts, blogs, etc.
- Proactively contributed ideas at creative brainstorming, chose imagery for marketing assets
- Partnered with cross-functional teams, such as Web Development and Social Media teams
- Prepared advertising assets for print, such as eco-posters, bus murals, window decals, POS materials

### PRODUCTION ARTIST

LEO BURNETT

Kyiv, Ukraine

SEP 2007 – APR 2014

[Accounts included Procter & Gamble, Philip Morris, Sony Ericsson, Indesit](#)

- Produced print advertisements, billboards, city-lights, brochures, magazine ads, catalogs, packaging, signage, banner ads, promotional and event-related materials
- Developed printed and web-based materials (retouching, color correction, digital art)
- Performed preflight check, preparing and delivering digital files for press and media
- Maintained large seasonal campaigns

### MARKETING MANAGER/ DESIGNER

LLC NEOPOL, Kyiv, Ukraine

MAY 2003 – JUN 2007

- Produced layouts and mechanicals for marketing collateral and other design assets (flyers, calendars, banners, billboards, price sheets)
- Conducted market research, media planning
- Photo shooting, point of sale decorating

### GRAPHIC DESIGNER

FREELANCE

JAN 2007 – PRESENT

- Created various logos
- Shaped brand identities (logo, business cards, white sheets, folders, collateral)
- Designed brochures, product sheets, presentations, social media profiles, signages

## EDUCATION

- Kyiv National Economic University, Kyiv, Ukraine. Master's in Marketing
- The Art Studio of the House of Artists, Kyiv, Ukraine. Drawing, painting, composition, color theory
- ZZWolf. Web-Design course, Kyiv, Ukraine. 2013 Web-design, User Interface, App Design

## INTERESTS

Environment, personal growth, meditation, yoga, fine arts, drawing, painting, photography, jazz