

# NATALIE CIPRIANO | 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

- Graphic design
- Responsive Web design
- Print/digital production
- Layout, typography
- Infographics
- Animation
- Image development

### 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
- Sketch, Figma, InVision, Zeplin
- Keynote, Google Slides
- PowerPoint, Word, Excel
- Mac OS, Windows

## ACCOMPLISHMENTS

- Helped increase Financial Center Credit Union (CA)'s overall ROI 819.3% by maintaining graphic/web design and production for "Lucha Loans" campaign, which won the CUNA Diamond Award for excellence in Retail Merchandising, the Gold MAC Award in the Point of Sale/In Branch Media/Retail Advertising category, and also a Silver MAC Award in the Direct Mail series.
- Supported Leo Burnett Ukraine's achieving "Agency of the Year" 5 years in a row.
- Integral to the successful advertising campaigns for Ultragenyx, Alexion, Procter & Gamble, Sony Ericsson, Indesit, Port of Stockton, and many others.

## WORK EXPERIENCE

### SR. VISUAL DESIGNER

VMLY&R HEALTH  
[vmylr.com/health](http://vmylr.com/health)  
San Francisco  
May 2019 – PRESENT

*Accounts included Ultragenyx, BioMarin, Lily, Kite, GSK, Alexion*

- 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 assets, websites

### 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, Bovie 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  
Kiev, 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, Kiev, 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

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

## INTERESTS

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