

# NATALIE CIPRIANO

## Visual Designer

### SKILLS

- Graphic design
- Web design
- Print/digital production
- Layout, typography
- Infographics
- GIF animation
- Image development

### SPECIALTIES

### PERFORMANCE

- Quality and detail oriented
- Multi-tasking in fast-paced environments
- Collaborative team player
- Fast learner
- Great work ethics

### SOFTWARE

- Adobe CC: Photoshop, Illustrator, InDesign, Acrobat, AfterEffects
- Sketch, Keynote, WordPress
- MS Office: PowerPoint, Word, Excel
- Mac OS, Windows

### ACCOMPLISHMENTS

- Helped Palmer 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 Procter & Gamble, Philip Morris, Sony Ericsson, Indesit, and many others.

### WORK EXPERIENCE

#### GRAPHIC DESIGNER

PALMER Ad Agency  
palmeradagency.com  
San Francisco  
AUG 2015 – MAR 2019

Accounts included [Port of Stockton](#), [Health Plan of San Joaquin](#), [Boviet Solar](#), [Citadel](#), [Haggin Museum](#).

- Conceptualized and designed responsive landing pages, web banners, social media profiles and posts, emails, presentations, magazine ads, direct mail letters, postcards, inserts, ATM-screens, etc.
- Developed, created, and modified contents for web designs, presentations, and social media platforms.
- Prepared advertising assets for print, such as eco-posters, bus murals, window decals, print ads
- Took part in creative brainstorming, chose imagery for advertising campaigns
- Released PSD-files and sliced assets for web developers

#### PRODUCTION ARTIST

LEO BURNETT  
Kiev, Ukraine  
SEP 2007 – APR 2014

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

- Collaborated in creative layout design and illustrations for marketing collateral
- 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

### EDUCATION

- Kiev National University of Economics, Kiev, Ukraine.  
Master's in Marketing
- The Art Studio of the House of Artists, Kiev, Ukraine. 2014  
Drawing, painting, composition, color theory
- ZZWolf. Web-Design course, Kiev, Ukraine. 2013  
Web-design, User Interface, App Design

### INTERESTS

UX Design, personal development, fine arts, drawing, painting, photography, jazz