Natalie Cipriano

Product & Brand Designer

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Professional Summary

Digital designer who turns complex ideas, systems, and data into clear, consistent creative for global clients. Experienced in art direction and graphic design across advertising, marketing, web, email, social, and events, with a focus on keeping a brand cohesive at every touchpoint. Works closely with strategists, researchers, and developers, and starts from human-centered, accessible design. A practicing painter, bringing a strong sense of composition, color, and form to brand work.

Core Skills

Design Craft: UI/UX Design · Brand Identity · Visual Communication · Typography · Layout · Information Design · Motion Graphics · Email & Digital Marketing · Event & Environmental Graphics · Print Production
Tools: Figma · Adobe CC (Photoshop, Illustrator, After Effects, InDesign, XD) · Framer · Sketch · Zeplin · Keynote · AI tools (Gemini, Nano Banana, ChatGPT, Claude)
Performance: Art Direction · Brand Systems · Design Systems · Concept Development · Accessibility · AI-Assisted Workflows · Cross-functional Collaboration

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Professional Experience

Sr. Experience Designer
VML Health (WPP Group) — San Francisco, CA | *May 2019 – Jul 2026*

- Partnered with multidisciplinary teams across UX, strategy, development, and motion to design responsive web and mobile experiences for global clients, including **Pfizer, Johnson & Johnson, Genentech, Abbott, GSK, Walgreens, Colgate, AstraZeneca, Alexion, and Ultragenyx**.
- Translated complex medical and scientific concepts into clear, compelling visual narratives across digital, print, and motion media — from presentation design and social content to environmental graphics.
- Worked from rough verbal concepts and early-stage briefs through to production-ready artwork, across a wide range of formats and platforms.
- Applied accessibility and design system principles to craft cohesive user experiences aligned with brand and technical standards.
- Developed motion graphics, icons, and illustration systems to support visual storytelling across platforms.
- Used visual communication and design rationale to align teams and move projects forward; contributed to new-business pitches.

Graphic Designer
Palmer Ad Agency — San Francisco, CA | *Aug 2015 – Mar 2019*

- Designed responsive websites, landing pages, and digital campaigns for clients including **Port of Stockton, Health Plan of San Joaquin, and Boviet Solar**.
- Produced social content, environmental graphics, and print assets (eco-posters, murals, POS materials) as part of integrated multi-channel campaigns.
- Translated client briefs into cohesive visual narratives across both digital and physical formats.

Production Artist
Leo Burnett — Kyiv, Ukraine | *Sep 2007 – Apr 2014*

- Produced large-scale advertising materials for **Procter & Gamble, Sony Ericsson, and Indesit**.
- Executed retouching, color correction, and prepress workflows to deliver production-ready assets.
- Maintained seasonal campaign materials ensuring consistency across media channels.

Freelance Graphic Designer | *Jan 2007 – Present*

- Designed brand identities, logos, brochures, posters, signage, and digital collateral for independent clients.
- Developed cohesive visual systems for startups and small businesses.
- Art-directed product photo and video shoots.

Education

Master's in Marketing — Kyiv National Economic University, Kyiv, Ukraine
Fine Arts Training — The Art Studio of the House of Artists, Kyiv, Ukraine (Drawing, Painting, Composition, Color Theory)
Web & UI Design Certification — ZZWolf Design School, Kyiv, Ukraine
WPP Open — AI training (online)
UX Foundations: Style Guides and Design Systems — LinkedIn Learning (online)
Introduction to Generative AI — Google Cloud (online)
Brand Strategy Fundamentals — The Futur

Additional Information

Artist portfolio: natalieora.art
Interests: Visual storytelling, fine arts, environment, meditation, yoga, plant-based living, brand strategy