



# NATALIE NAZARIO

## EDUCATION

B.S. in Graphic Design  
Drexel University  
Philadelphia, PA  
2021

Minor in Marketing

Dean's List Recipient  
Cumulative GPA: 3.87

## SKILLS

Adobe Suite  
Sketch  
HTML  
CSS  
Visual Arts

## RELEVANT COURSEWORK

Brand Identity  
Publication Design  
Logo Design  
Package Design  
Environmental Design  
Web Graphics  
Motion Graphics  
Photography  
Marketing Strategy  
Consumer Behavior  
Advertising

## EXPERIENCE

### Brand Designer

ViacomCBS BET  
July 2021 - Present

- Design custom logos and/or wordmarks for newly pitched BET Digital shows
- Present team's collaborative moodboards to clients by explaining processes and ideas for projected brand identity
- Develop storyboards that uniquely combine texture, photography, and typography for show opens
- Lead production of banners, thumbnails, and avatars for YouTube by premiere deadlines
- Assist creative directors and fellow designers on social packages during award shows to disperse workload

### Freelance Designer

Nazario Designs  
March 2020 - Present

- Create original logos for several companies and start-ups to represent provided identities
- Compose layouts for social media posts that assimilate into pre-existing accounts with an established style
- Lead client meetings to discuss deck of design options and communicating necessary revisions
- Flexibility with fast-paced timelines while providing quality work on deadlines

### Creative Intern

Pyper, Inc. Branding & Advertising  
May 2020 - Sept 2020

- Applied brand identities to digital marketing, print collateral, and direct marketing materials
- Contributed ideas to brainstorming for marketing strategies and marketing plans
- Presented various design options to team with explanation and reasoning
- Collaborated on projects with other designers by sharing files and design decisions
- Shifted between multiple different brands and projects within each day

### Graphic Designer

Drexel University's Department of Performing Arts Scholarship  
Sept. 2019 - June 2021

- Visualize concepts for posters, programs, and social media graphics that advertise events
- Communicate design briefs to multiple levels of administration to receive approval
- Follow a style guide to create cohesive graphics that are on brand

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