

NATASHA MARIE DORSEY

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OBJECTIVE

The last eleven years have been dedicated to formulating a successful career in computer graphic arts. I would like to continue to extend my expertise, obtaining a role as a senior level production artist. If necessity calls for additional creative input and responsibility, I am equally open to accepting opportunities as a mid to senior level graphic designer. Reflecting on my experience in a multitude of design environments and industry sectors, I am adaptive and find ease in both short and long-term positions. My skills in proficiency are top-notch, supported by efficient time management, and reliability. I have worked in market categories representing the floral industry, bio-tech, wholesale distribution, tele-communications, hardware and software manufacturers, tech non-profits, conferences, and speaker forums. I am self-motivated, enjoy working with teams, and collaborate with all departments within a company structure effectively.

EDUCATION

- 2009 – 2012 Univ. of the Incarnate Word, San Antonio, TX (BFA in Computer Graphics)
- 2006 – 2008 San Antonio College, San Antonio, TX
- 1995 – 1997 San Diego State University, San Diego, CA

SKILLS

Adobe CC (Photoshop, Illustrator, InDesign, Lightroom, Acrobat, Reader, Dreamweaver, After Effects), Microsoft Office Suite, UI/UX, MAC OS, Windows OS, Google Suite Tools, Google Workspace, Microsoft Teams, Figma, Wordpress, Trello, Marketo, Zoom, Facebook, X (Twitter), IG (Instagram), LinkedIn, Amazon, YouTube, Web X, Remote, CRM Tools, File Management System Creation/Administration, Mass E-mail Communication

EMPLOYMENT

2015 – Current **FREELANCE GRAPHIC DESIGNER** | ND SQUARE, San Diego, CA

- Custom websites, hard-coding, and responsive design
- Hosting management and continued web maintenance
- Flyers, business cards, signage, and brochures
- Branding, logo, and logotype development
- Copywriting and technical writing

2022 **CONTRACT GRAPHIC DESIGNER** | Tandem Diabetes, San Diego, CA

- Created monthly newsletters, department materials, and updated all collateral
- Collaborated with the Director, Senior-level designers, and department heads
- Designed solutions that communicated, informed, and persuaded an audience
- Handled multiple projects simultaneously, at various stages of development
- Created booklets, edited web page banners, user forms, and regulations
- Revised hardware graphics and illustrations

2018 – 2021 **GRAPHIC DESIGNER** | Nextivity Inc., San Diego, CA

- Rapidly promoted from Production Artist to Graphic Designer for my ability to interpret complex technical data and finish projects in a timely manner
- Required to familiarize quickly, all product hardware and their capabilities
- Created brochures, product briefs, datasheets, and instruction manuals
- Other assets included packaging inserts, labeling, and code-compliance stickers
- Utilized a production checklist for printer, regarding trade-show signage/materials
- Revisions to existing illustrations and graphics while also developing customized
- Applied language translations (French, German, Russian, Arabic) to install guides
- Made revisions to old templates and created new
- Established a standardization for all scientific and specified data used in assets
- Worked on concepting for new product campaigns
- Produced photography, product imaging, and imagery for all social media posts
- Utilized expertise in digital design to achieve goals and streamline production times
- Supported web-development in maintaining product assets, case studies, and webinars
- Developed product imaging and layout for Amazon sales, to be used by distributors
- Video editing for YouTube, typography, and imaging for thumbnails

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EMPLOYMENT CONTINUED...

2018 DIRECTOR OF VISUAL COMMUNICATIONS | BIT, Cleves, OH

- Created the visual concepts for BIT's 2018 conference
- Provided line-art, type treatments, illustrations, and customized graphics
- All assets were used by the web developer and design volunteers

2014 – 2015 GRAPHIC DESIGNER | Proflowers, San Diego, CA

- Designed visual concepts using photography, illustration, typography, and animation
- Met with channel teams to transform brand needs into brilliant design strategies
- Preserved brand standards and brand guidelines
- Utilized creative storytelling to communicate marketing ideas across multiple channels
- Worked with external agencies and vendors on creating campaign assets
- Created/updated emails, online banners, landing pages, print pieces, and other media

2014 SEASONAL PRODUCTION ARTIST | HD Supply, San Diego, CA

- Generated a 2,000 page catalog that generates over a billion dollars in annual revenue
- Designed personal workflows to establish fast-paced production times
- Completed all projects successfully for the seasonal production
- Acquired InDesign Expertise level
- Familiarized and utilized a B-Media database
- Examined data to determine best navigation, elements, and purposeful page layout

2013 JUNIOR GRAPHIC DESIGNER | EPMG, San Diego, CA

- Consolidated all assets and rebuilt an entirely new file system upon hire
- Assisted Senior Designer in modifying collateral to reflect new branding guidelines
- Created new and effective promotional materials, customized to a client's needs
- Participated in brainstorming sessions regarding advertising for new clientele
- Created ads for sales proposals, brochures, and PowerPoint presentations
- Conducted marketing and demographic research for the design of info-graphics
- Modified landing pages and banner ads for seasonal content

2012 SOCIAL NETWORKING ADMIN | San Antonio Library Foundation, San Antonio, TX

- Tasked with copywriting for a large city library and academic resource center
- Cross-platform social media content creation, curation, and strategy

2011 GRAPHIC DESIGN INTERNSHIP | Bromley Communications, San Antonio, TX

- Utilized Photoshop and Illustrator for imaging
- After Effects used to animate text, create motion graphics, and finalize GIFs

2009 WEB DESIGN INTERNSHIP | Parscale Media, San Antonio, TX

- Applied knowledge of web development in HTML, CSS, and JQuery coding
- InDesign was frequently used to create forms and project management outlines

RECOGNITION

2009 UIW Dean's List
2008 UIW Dean's List
2008 San Antonio College Spring Honors
2007 San Antonio College Spring Honors

COMMUNITY

2013 – Current AIGA Member
2010 – 2011 Landa Library Grounds Volunteer
2008 & 2006 Volunteer Income Tax Assistance/Tax Filer
2000 & 2001 Dancer for Culture Shock Oakland

