

NATALIE BALL

Graphic Designer

www.natsballfolks.com

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PROFESSIONAL SUMMARY

A dedicated worker, quick thinker, creative mind, and fast learner. A fresh and colorful Graphic Designer with 4 years of client experience in entertainment, branding, print and digital design. Proficient in Adobe Creative Suite, I excel at creating visually captivating designs that effectively communicate client's messages and design goals. Detail oriented and deadline-driven, I consistently deliver on-time and imaginative designs, with a strong eye for aesthetics and a passion for staying up on design trends. Possesses excellent written and verbal communication skills. My inspirations are Annie Atkins, Saul Bass, and the MinaLima studio.

SKILLS

Areas of Design

- Brand development
- Entertainment (poster and environmental) design
- Typography
- Logo design
- Website design

Technical

- Adobe InDesign, Illustrator, and Photoshop
- Wix and Squarespace
- Microsoft Office and Google Suites

EDUCATION

Bachelor of Arts in Graphic Design

California State University Northridge

- Graduated Cum Laude with a 3.6 GPA
- Worked in the University Student Union Marketing department for nearly 2 years
- Chosen as Student Speaker for the Bachelor's Degree Commencement ceremony

INTERESTS

- Color theory
- French culture
- Cinema and television
- Baking/cooking
- Sustainability

WORK EXPERIENCE

Graphic Designer | Cal State University Northridge

Feb. 2022 – August 2023,

- Utilizes Procreate, Photoshop, and Illustrator to create key art, posters, and marketing materials.
- Communicates with clients to build designs.
- Creates graphics and logos for events and programs on campus.
- Executes projects from thumbnail and first-stage sketch to final, completed design.
- Built presentations to explain our design process to clients.

Entertainment Graphic Designer | Champana Films

March 2020 – April 2022, Sherman Oaks – ianchampana.com

- Developed posters, banners, and advertisements using key art and manipulating film stills.
- Worked extensively with the director to create posters that truly and accurately portray the tone of his films.
- Managed project timelines, budgets, and client expectations.
- Developed designs for film sets to ensure a believable, authentic world within the film.

Freelance Graphic Designer

August 2019 – Current, Los Angeles

- Worked with clients from all over the country in various industries such as music, interior design, fitness apparel, and life coaching.
- Worked on projects as small as logos and website banners, and also as big as a full, seven page website.
- Learned how to work remotely and be responsible for all deadlines and time management with no managerial reinforcement.
- Maintained effective communication and professionalism through the freelance process.