

## statement

Junior UX | UI designer  
and Digital Graphic  
Design postgraduate  
with a background in Art  
Theory driven by  
clarity and inclusivity.

## portfolio

www.natbydesign.com  
password: 1234

## languages

Spanish | native  
English | bilingual

## skills

Figma  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
WordPress  
Notion  
HTML 5 + CSS  
Bootstrap  
Google Web Designer  
Microsoft Office Suite  
Basecamp

## contact

ramireznatalia@me.com  
  
+1 787 667 2613

## experience

### freelance web designer

2022 - present | nat by design | San Juan, PR

Developed an e-commerce website, elaborated social media templates, and defined the brand identity for Riel Editorial, a local independent book publisher. Designed the logotype, visual identity and online portfolio for Camille Morales-Zayas, an independent filmmaker based in Austin, Texas. Employed UX design processes and tools to construct a WordPress website for the professional choral ensemble Orfeón San Juan Bautista, which functions both as a repository of salvaged works and a platform for music teachers.

### graphic designer

2021 - present | Tere Suárez Advertising Agency | San Juan, PR

Collaborated with team members to successfully ideate and launch advertising campaigns for clients such as Banco Popular, Coliseo de Puerto Rico, Departamento de Salud, Departamento de la Vivienda, Gigantes de Carolina y Club Brava, among others. Provided creative direction for campaign proposals based on client briefs and target audience. Assembled presentations and designed promotional material for print and digital media, using Adobe Illustrator and Adobe InDesign. Communicated concepts and design rationale to clients during presentations. Developed high fidelity prototypes with Figma and elaborated client websites. Built digital storyboards for animations and diagramed campaign brand guidelines. Revised work based on client and supervisor feedback.

### intern

2021 | Transcendental Design Consultancy | San Juan, PR

Aided in the website redesign for Rivera Rubio Real Estate Appraisers by creating high fidelity prototypes in Adobe XD and executing the final product in Squarespace Website Builder. Fabricated packaging design options for product labels, diagramed information booklet and constructed product mockups in Adobe Photoshop for a beauty and wellness brand redesign proposal.

### intern

2020 | Estudio Objetivo Creativo | Asturias, ES

Assisted with the website redesign for MAGMA School of Gijón by elaborating wireframes and high fidelity prototypes in Figma.

## education

### MA in communications graphic design

2021 | The Communication Arts Institute (TRACOR) | Madrid, ES

### MA in digital graphic design

2021 | La Universidad Internacional de la Rioja (UNIR) | La Rioja, ES

### BA in art theory

2018 | University of Puerto Rico Mayagüez (UPRM) | Mayagüez, PR