

Natalie Pechman*

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612-964-0784

* designer

GRAPHIC DESIGNER / TRAFFIC COORDINATOR

08/2019–PRESENT

GRAPHIC DESIGNER

09/2018–08/2019

Student Unions & Activities / University of Minnesota

Created original artwork for events, activities, retail, and student services. Controlled the design team's project tracking system, ensuring timely workflow of hundreds of projects per semester. Handled daily production of deliverables, including prepping files, printing large format, and communicating with vendors. Managed building-wide digital signage system, uploading and scheduling media. Mentored, delegated projects to, and assisted in hiring and training student designers.

- Primary designer for successful state-wide COVID-19 safety campaign
- Initiated, designed, and implemented cohesive identity systems for internal brands

GRAPHIC DESIGN SPECIALIST

09/2015–09/2018

Lyngblomsten / Saint Paul, MN

Crafted marketing materials for non-profit senior care organization. Designed layouts for Lyngblomsten Lifestyle magazine and 2nd Half with Lyngblomsten community services catalog, each published quarterly. Instituted new identity and branding systems for services, special events, and fundraising efforts.

- Built identity and layout for 2nd Half with Lyngblomsten program catalog from ground up

SENIOR STUDENT GRAPHIC DESIGNER

01/2015–09/2015

INTERMEDIATE LEVEL STUDENT GRAPHIC DESIGNER

03/2014–01/2015

ENTRY LEVEL STUDENT GRAPHIC DESIGNER

09/2013–03/2014

Student Unions & Activities / University of Minnesota

Created original artwork for campaigns, events, activities, retail, and student services. Led other student designers, delegated projects, and assisted in hiring and training.

- Designed identity for Homecoming campaign across over 100 different design deliverables

* smarty pants

UNIVERSITY OF MINNESOTA: TWIN CITIES

2011–2015

BFA Graphic Design with Distinction

College of Design Dean's List

2011–2014

* wizard

SKILLS INCLUDE:

- Adobe CC: Illustrator, InDesign, Photoshop, AfterEffects, Dimension, Acrobat, Lightroom, Fresco
- Procreate
- Trello
- illustration
- photography
- HTML & CSS
- Microsoft Office

* bookworm

FAVORITE RECENT READS:

- *From Here to Eternity* / Doughty
- *The Vanishing Half* / Bennett
- *Moonwalking with Einstein* / Foer
- *The Nix* / Hill
- *The World Without Us* / Weisman
- *The Underground Railroad* / Whitehead