

NATALIE CIPRIANO

Graphic Designer / Production Artist

SKILLS

SPECIALTIES

- Print/digital production
- Graphic design
- Web design
- Layout, typography, Infographics, GIF
- Image development

PERFORMANCE

- Quality and detail oriented
- Multi-tasking in fast-paced environments
- Collaborative team player
- Fast learner

SOFTWARE

- Adobe CC: Photoshop, Illustrator, InDesign, Acrobat
- MS Office: PowerPoint, Word, Excel
- Sketch, WordPress
- Mac OS, Windows

ACCOMPLISHMENTS

- Helped Palmer increase Financial Center Credit Union (CA)'s overall ROI 819.3% by maintaining graphic/web design and production for "Lucha Loans" campaign, which won the CUNA Diamond Award for excellence in Retail Merchandising, the Gold MAC Award in the Point of Sale/In Branch Media/Retail Advertising category, and also a Silver MAC Award in the Direct Mail series. [Learn more.](#)
- Supported Leo Burnett Ukraine's achieving "Agency of the Year" 5 years in a row.
- Integral to the successful advertising campaigns for Procter & Gamble, Philip Morris, Sony Ericsson, Indesit and many others.

WORK EXPERIENCE

PRODUCTION DESIGNER

PALMER Ad Agency
<http://palmeradagency.com>
San Francisco
AUG 2015 - PRESENT

- Designed layouts for landing pages, web banners, social media profiles and posts, e-blasts, magazine ads, direct mail letters, postcards, inserts, presentations, ATM-screens
- Prepared advertising assets for print, such as eco-posters, light pole banners, bus murals, window decals, print ads
- Updated web-pages content using WordPress
- Released psd-files for web developers

PRODUCTION ARTIST

LEO BURNETT
Kiev, Ukraine
SEP 2007 - APR 2014

- *Accounts included Procter & Gamble, Philip Morris, Sony Ericsson, Indesit.*
- Collaborated in creative layout design and illustrations for marketing collateral
- Produced print advertisements, billboards, city-lights, brochures, magazine ads, catalogs, packaging, signage, banner ads, promotional and event-related materials
- Developed printed and web-based materials (retouching, color correction, digital art)
- Performed preflight check, preparing and delivering digital files for press and media
- Maintained large seasonal campaigns

MARKETING MANAGER/DESIGNER

LLC NEOPOL, Kiev, Ukraine
MAY 2003 - JUN 2007

- Produced layouts and mechanicals for marketing collateral and other design assets (flyers, calendars, banners, billboards, price sheets)
- Conducted market research, media planning
- Photo shooting, point of sale decorating

FREELANCE GRAPHIC DESIGNER

JAN 2007 - PRESENT

- Created logos for the furniture companies, photographers, lingerie company
- Shaped Brand identity for the furniture company New Office (logo, business cards, forms, collateral)

EDUCATION

- Kiev National University of Economics, Kiev, Ukraine. 2000
Masters in Marketing
- The Art Studio of the House of Artists, Kiev, Ukraine. 2014
Drawing, painting, composition, color theory
- ZZWolf. Web-Design course, Kiev, Ukraine. 2013
Web-design, User Interface, App Design

INTERESTS

Personal development, fine arts, drawing, painting, crafting, UX Design, jazz