

Natalie Jensen

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Creative Lead & Senior Graphic Designer

Dynamic creative professional with a strong background in multimedia design, branding, and strategic visual communication. Adept at collaborating with multidisciplinary teams, possessing strong project management, client communication, and quality assurance abilities. Passionate about infusing creativity into every project to create engaging graphics and concepts that captivate audiences and deliver results.

Core Skills

- Creative Design Management & Art Direction
 - Graphic Design (Print/Digital)
 - Marketing Collateral & Presentation Design
 - Branding & Identity
 - Social Media, Email, & Web Assets
 - Typography, Color Theory, & Layout
 - Multimedia Production
 - Team Leadership & Collaboration
 - Photography (Industrial, Headshots)
 - Packaging
 - Environmental Graphics
 - Flexible, Resourceful, & Enthusiastic
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Technical Expertise

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat) | Google Workspace | Keynote | ExactTarget
Microsoft Office Suite (Word, Excel, Teams, PowerPoint) | WordPress | Wix | HTML | Pencil & Paper

Professional Experience

Creative Lead & Graphic Designer | Freelance (Remote)

4/2005 – Ongoing

- Develop custom visual concepts and graphics for various clients, understanding their unique needs and delivering tailored design solutions, including logos, marketing material, packaging, trade show displays, photography, and digital assets.
- Build and maintain strong client relationships, resulting in repeat business, positive feedback, and referrals.

Senior Graphic Designer & Photographer | AECOM, West Region (Remote, Oakland, CA)

6/2016 – 9/2022

- Led the development of strategic visual communications and graphic assets for diverse global projects, contributing to successful project acquisition and revenue growth for a Fortune 500 AEC firm.
- Collaborated with cross-functional teams and senior leadership to achieve project objectives, ensuring the delivery of designs that compellingly convey core messages and resonate with the intended audience.
- Delivered innovative design solutions for multimedia projects, including marketing collateral, proposals, presentations, infographics, and photography, ensuring alignment with brand guidelines, marketing strategies, and business objectives.
- Provided art direction and execution of photo shoots, producing customized imagery to support marketing initiatives and expand the organization's digital asset library.
- Developed design processes to streamline workflows and improve efficiency, ensuring design excellence, accuracy, and adherence to timelines.

Senior Graphic Designer & Marketing Specialist | AECOM, High Tech (San Francisco, CA)

7/2014 – 6/2016

- Served as lead designer for AECOM's high-tech sector, creating custom, upscale marketing materials for mission-critical/data centers, corporate campuses, drones, R&D, and semiconductor facilities.
- Design and development of creative content for the top 20 Fortune 100 high-tech companies (consumer electronics, internet, social media) aimed to drive large revenue projects and programs targeting 60M+ year.
- Trained and mentored new marketers and creative partners to design for key pursuits and maintain confidential files.

Senior Graphic Designer | Club One, Inc. (San Francisco, CA)

3/2007 – 11/2013

- Developed both print and digital marketing collateral to bolster marketing efforts, enhance sales strategies, and reinforce brand identity for 20 health clubs, 5 community fitness centers, and 3 spas.
 - Concept, design, and production of successful program and event launches, advertising campaigns, marketing materials, targeted email campaigns, and social media content across 9 distinct health and wellness brands, optimizing outreach and member engagement.
 - Proven ability to manage workflow, oversee brand consistency, and ensure the quality of work assigned to self and junior designers, demonstrating strong project management and brand management skills.
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Education

Bachelor of Fine Arts (BFA) in Graphic Design | Academy of Art University (San Francisco, CA)