



NATASHA DYER
Graphic Designer

608.445.1400 • Dyer.Natasha@gmail.com • NatashaDyer.com

Education

B.F.A. in Communication Design

Milwaukee Institute of Art & Design, Aug. 2011

A.A.A in Graphic Design & Illustration

Madison Area Technical College, Dec. 2008

Experience

ImPress Associate

OfficeMax, 2006 – Present

- Assisting in production of graphic design art work for sales, advertising, trade show, and public relations materials.
- Building and displaying materials and presentations.
- Working with outside vendors and contractors in order to execute design projects.
- Providing support to other departments in development of marketing and information materials.
- Graphic design support as needed.
- Services are as follows: binding, laminating, cutting, faxing, folding.

Graphic Design Intern

United Way of Dane County, Sept. 26- Present

- Writing relevant, concise, and compelling copy for marketing and communication materials.
- Developing creative content that follows brand and advertising strategies.
- Leading marketing projects as assigned.
- Securing estimates for print jobs.
- Approving proofs and placement of print jobs.
- Managing relationships with printing vendors.
- Maintaining high resolution files for future print jobs.

Freelance Graphic Designer

Lumina Landscape and Lawn Care, 2009–2010

- Approving proofs and placement of print jobs.
- Developing creative content that follows brand and advertising strategies.
- Managing relationships with printing vendors.
- Leading marketing projects as assigned.

Marketing/Graphic Design Intern

Summit Credit Union, 2008

- Developing creative content that follows brand and advertising strategies.
- Managing relationships with printing vendors.
- Approving proofs and placement of print jobs.
- Ensuring brand consistency in all marketing communications.

Freelance Graphic Designer

KittyCurtain, 2007-2010

- Designing Brand Identity (logo & website).
- Developing creative content that follows brand and advertising strategies.

Qualifications

- Think & designing strategically.
- Efficient in Microsoft Office.
- Proficient in latest Adobe Suite.
- Proficient in both Mac & PC platforms.
- Efficient conceptualizing & production skills.
- Capable of working directly with clients.
- Efficient at organizing & juggling multiple tasks or deadlines.
- Understanding the importance of research in my creative work.
- Enjoy working in teams to complete tasks.
- Excel in a fast-paced environment.

Portfolio and references available upon request

