

Nathanial Ortiz

nathanialortiz@gmail.com | 510-589-1027 | natanyel.com | 2382 Jeffer St, Castro Valley CA

SKILLS

Visual Design: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Procreate; **UX:** Figma and Webflow; **Programming:** HTML, CSS, JavaScript, Python, and Github; **Computer:** Microsoft Office and G Suite; **Game:** Unity and C#; **Language:** Proficient in Spanish

WORK EXPERIENCE

Balance Now

August 2023 – present

Marketing Coordinator & Graphic Design Social Media Intern

- Increasing social media engagement by publishing daily content including graphics and stories, while managing a team of 4 and running weekly meetings
- Successfully onboarded all team members by creating standard practices and a style guide, supporting new hires in their roles, and introducing the role of video content creator
- Designed templates for 5 types of social media content that are easy-to-use, aesthetic, and on-brand, which included introducing unique content for Instagram Stories

Savaall

September 2023 – October 2023

Graphic Designer (Contract)

- Redesigned visual brand by working with my team to create a logo, style guide, and illustrations that match the new brand identity and goals, utilizing Adobe Illustrator

North by Northwestern

January 2021 – June 2022

Interactives Editor & Contributor

- Designed and developed interactive journalism projects that were some of the top drivers of traffic to the website, generating 3,000+ page views, using HTML, CSS, Javascript, and Figma
- Led a staff of 7+ on the Interactives team by conducting weekly meetings to discuss ongoing projects and mentor junior members in Figma, HTML, CSS, and Javascript
- Collaborated with senior editors at weekly meetings to fulfill publication's multimedia goals

Northwestern Religious Studies

October 2019 – June 2022

Administrative Aide

- Supported a team of 40+ faculty and students, acting as a point of contact to address their needs
- Organized monthly department events by managing signups, promoting on social media, and ensuring they ran smoothly day-of
- Increased the visibility of department events and courses by designing 90+ physical and digital posters, social media posts, and event flyers yearly

EDUCATION

Northwestern University, Evanston, IL

September 2019 - March 2023

B.A. in Art Theory and Practice

Cumme Laude / GPA: 3.9/4.0