

# Nathanial Ortiz

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## WORK EXPERIENCE

### **Balance Now**

#### **Marketing Coordinator & Design Intern, August 2023 - February 2024**

- Increased social media impressions 35% over three months by publishing daily content including graphics and stories, while managing a team of 4 and running weekly meetings
- Successfully onboarded all 4 team members, supported them in their roles, and created standard practices and a style guide to support new hires in the future
- Designed 5 templates for 50+ social media posts with impact, aesthetics, and branding, in mind; this included introducing unique content for Instagram Stories

### **Savaall**

#### **Graphic Designer, September 2023 - October 2023**

- 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 and Adobe Photoshop

### **North By Northwestern**

#### **Interactives Coordinator, January 2021 - June 2022**

- Designed and developed 3 long-form interactive journalism projects using HTML, CSS, Javascript, and Figma that were some of the top drivers of traffic to the website
- 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
- Designed and developed 2022 Housing Guide, an interactive catalog of every housing option on campus; it drove 3,000+ views to the website

### **Northwestern Religious Studies**

#### **Administrative Aide, October 2019 - June 2022**

- Supported a team of 40+ faculty and students, acting as a point of contact to address their needs
- Organized monthly department events by managing sign-ups, 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**

#### **B.A. in Art Theory and Practice**

Cum Laude GPA 3.9/4.0

### **Pontificia Universidad Católica del Perú**

#### **Study Abroad, Arte y Diseño**

## SKILLS

Illustration  
Graphic Design  
Interactive Design  
Web Development  
Visual Storytelling

## TECHNICAL SKILLS

**Adobe Illustrator:** vector art, typography, logo design

**Adobe Photoshop:** photo retouching, mock-up design

**Adobe InDesign:** page layout

**Procreate:** digital drawing and short-form GIFs/animation

**Figma:** web and mobile design

**Coding:** HTML, CSS, JavaScript, Python, Git

**Computer:** Microsoft Office, G-Suite

**Game:** Unity, C#, asset creation, level design

**Language:** Professional Proficiency in Spanish