

Nathanial Ortiz

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WORK EXPERIENCE

MIG, Inc.

Berkeley, CA

Communications Intern (Graphic Design)

September 2024 – present

- Launched short form video content for Bay Area Clipper Card and lead the production, filming, and editing of 24 videos annually, increasing monthly impressions by 60K+ on social media accounts
- Designed 30+ animated digital ads, social media videos, transit shelter ads, print out-of-home ads, and outreach materials for Clipper Card campaigns, including the launch of contactless payments on the Bay Area's busiest transit system BART
- Managed and designed production of a speed safety camera campaign, including 20+ digital ads across 4 languages, 8 billboards, and outreach materials garnering 480K+ impressions two weeks after launch
- Collaborated on the development of client's visual brand, by designing program icons, vector illustrations, wireframes for desktop and mobile, templates for social media content, and a pride logo
- Designed a 10+ page proposal for new client work, as a collaboration with our technology team

Civic Edge

San Francisco, CA

Graphic Designer (contract)

July 2025

- Designed graphics and vector illustrations for a public-facing interactive StoryMap on Muni improvements

Oakland Unified School District

Oakland, CA

Substitute Teacher

February 2025 - present

- Teach various classes across the city amongst all ages, utilizing English and Spanish
- Adapt lessons plans to match students' needs and offer one-on-one help through various subjects

Balance Now

remote

Graphic Design and Marketing Coordinator

August 2023 – February 2024

- Led a content strategy and calendar that boosted social media impressions by 35% in three months
- Managed a team of four and developed a process that streamlined onboarding for future hires
- Designed over 50+ social media assets and multiple templates, strengthening brand cohesion

North By Northwestern, a publication of Northwestern University

Evanston, IL

Interactive Design and Development Editor

January 2021 – June 2022

- Designed and developed interactive journalism projects from concept to publication including the 2022 Housing Guide, driving 3,000+ views to the website as the publication's most popular project
- Led a staff of 7+ designers and developers, mentoring junior members in Figma, UX/UI principles and creative technology

Northwestern Religious Studies, Northwestern University

Evanston, IL

Design and Administrative Aide

October 2019 – June 2022

- Designed 90+ digital and print assets yearly, increasing the visibility of department events and courses
- Acted as the primary point of contact for 40+ faculty and students, supporting communication efforts

SKILLS

Design: Visual Design, Illustration, Social Media Design, Motion Design, Video Editing, UI/UX Design, Interactive Design, Visual Storytelling; **Marketing:** Social Media Strategy; **Development:** HTML, CSS, JavaScript, Python, Unity, Git; **Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Animate, After Effects, XD, Acrobat), Figma, Procreate, Microsoft Office, G-Suite, Wordpress; **Language:** Fluent in English and Spanish

EDUCATION

Northwestern University, B.A. in Art Theory and Practice, Cum Laude GPA