

NATALIA VARGAS

CREATIVE DESIGNER

☎ 0421 065 840

✉ natalia.vardom@gmail.com

🌐 www.nataliavdesign.com

PROFILE

I am a creative and detail-oriented designer with a strong foundation in human-centred design and design thinking. With a Bachelor's in Graphic Design and an Adv. Diploma in Marketing, I bring a unique blend of creativity and strategic thinking to my work. My approach focuses on understanding user needs to craft intuitive and visually compelling designs, applying UX/UI principles to create seamless digital experiences. With a problem-solving mindset, I excel at identifying and translating user pain points into effective design solutions that enhance engagement and usability.

WORK EXPERIENCE

GRAPHIC DESIGNER

2024

Austrack Campers - Brisbane, Australia

- Collaborated with the marketing team to develop visually engaging content, digital and print marketing materials, including social media graphics, website assets, brochures, and advertisements.
- Created large-format signage such as window decals, ensuring brand consistency across physical and digital touchpoints.
- Produced and edited promotional videos for marketing campaigns, creating dynamic content that effectively communicated the brand's message.

MARKETING AND DESIGN LEAD

2020-2022

Essential Home Services - Melbourne, Australia

- Rebranding and new website, ensuring all creative outputs aligned with company standards and brand identity.
- Conducted research to understand customer needs, applying human-centred design principles to create engaging and effective designs.
- Maintained brand consistency across marketing materials, ensuring a cohesive visual identity.

LEAD DESIGNER

2018-2019

Parrolabs Nearshore Agency - Medellín, Colombia

- Successfully managed and coordinated graphic design projects from concept to completion, ensuring high-quality deliverables.
- Worked closely with clients to understand their vision, conceive compelling designs, and align with brand goals.
- Delivered creative solutions that met deadlines and project requirements while maintaining strong attention to detail.

EDUCATION

Colegiatura 2009-2014

MEDELLIN, COLOMBIA

- Bachelor Degree in Graphic Design

ihB College 2019-2020

MEDELLIN, COLOMBIA

- Dip in Social Media Marketing

ihB College 2021-2022

MEDELLIN, COLOMBIA

- AvDip Marketing & Communication

SKILLS

- Grid & Layout
- Video Editing
- Branding
- Web Design (UI/UX)
- Social Media
- Project Management
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

TOOLS

- Photoshop
- Illustrator
- InDesign
- Figma
- Premiere
- AfterEffects
- Wordpress
- Adobe XD
- Webflow
- Firefly
- Midjourney
- Procreate

LANGUAGES

- English
- Spanish