

# Natalie Soberano

## GRAPHIC & UX DESIGNER

Nataliesoberano@yahoo.ca  
416-817-7729  
linkedin.com/in/NatalieSoberano  
nataliesoberano.ca

## PROFILE

As a UX designer, I focus on designs which make a positive difference in a user's experience through empathizing with their desires. My educational background and work experience in graphic design coupled with my passion for impacting a user's experience will allow me to thrive as a UX designer.

## SKILLS

Illustrator, Photoshop, InDesign, Sketch, InVision, Figma, Procreate, User Testing, User Research, Branding, Logo Design, Ad Campaigns, Typography, Packaging, After Effects, Cinema 4D, Wireframing, Responsive Web Design

## PROJECTS

### Skinfo | Sole Product Designer & UX Researcher

OCT - DEC 2020

BrainStation Capstone Project - A native iOS app to help beauty and skincare consumers educate themselves and socialize with their community.

## EXPERIENCE

---

### Freelance Graphic Designer

2019 - PRESENT, ONTARIO, CA

- Worked for various clients on a freelance basis by empathizing with their needs and producing unique solutions
- Drove engagement for Workmode's social media platforms through creating consumer centered content on stories and interacting with users
- Branded Lady Dye's company by creating a custom logo
- Designed custom stationery & invitations for The Paper Pantry
- Created personalized illustrations by turning photographs into keepsakes

### Graphic Design Intern | Ink Entertainment

MAY - JUN 2017 & JUL - DEC 2019, ONTARIO, CA

- Created promotional newsletters, blog posts & flyers, placing user experience at the forefront of each design
- Worked alongside the digital marketing team to enhance user experience through design and proper information architecture

### Graphic Designer | LUG Hockey

JUN 2018 - FEB 2019, ONTARIO, CA

- Executed and designed league t-shirts, jerseys & promotional content
- Used problem-solving and research skills to build from the clients desires

## EDUCATION

---

### BrainStation | Diploma Candidate, User Experience Design

SEPT - DEC 2020, ONTARIO, CA

### Western University | Bachelor of Arts in Media, Information and Technoculture

2016 - 2020, ONTARIO, CA

Part of the Media, Theory and Production program combined with Fanshawe College. Graduated with distinction; Dean's honour List 2016-2020, Western Scholarship for Excellence

### Fanshawe College | Diploma in Interactive Media Design

2016 - 2020, ONTARIO, CA

Received a 4.0 GPA from Fanshawe College

### Tanenbaum Community Hebrew Academy Toronto | Ontario Secondary School Diploma

2012 - 2016, ONTARIO, CA

Graduated with distinction