

nat soud

Skills

ART DIRECTION

PRINT & DIGITAL
DESIGN

BRAND IDENTITY

USER EXPERIENCE
DESIGN

LETTERING

ILLUSTRATION

Education

SCHOOL OF VISUAL ARTS

Graphic Design
and Illustration
Fall & Winter 2013
(Continuing Ed.)

TYPE AT COOPER

Brush Lettering,
Sign Painting
2015

GENERAL ASSEMBLY

UX Design
Certificate
Fall 2015

AMHERST COLLEGE

B.A., 2006

Contact

natalie.soud@gmail.com
904.553.6549

Experience

FEB 15 GRAPHIC DESIGNER, WEST ELM

Redesigned entire catalog for Spring 2017 launch; evolved grid system, brand aesthetic and type to showcase brand's The New Modern collection.

NOW

Following Spring 17 redesign, responsible for seasonal update of Main and Version catalog type, graphic layer, and layout, using creative & marketing leads' concept/product as guidance.

Lead seasonal cross-channel development of type and graphic layers; work alongside design leads on digital and store teams to create cohesive executions that are effective across all marketing communications. Present ideation to Creative Leads, President.

Lead visual, typographic, and graphic language of Power of Your Purchase initiative, ensuring consistent storytelling across all channels. Creative directed 2017 infographic from concept to execution with outside illustration agency.

Communicate and partner with copy department to maintain and advance editorial voice; copyedit when needed and occasionally assist with editorial concept.

Align all design with needs of merchant counterparts, ensuring key products are featured and spoken to in marketing communications.

APR 13 DESIGNER, REGAS STUDIO

Designed custom print and digital work for range of clients including luxury wedding and event planners, corporate clients, and small business branding and identity.

AUG 15

Developed design and packaging identity, sourced packaging for capsule collection for Birdcage, a concept pop-up shop created by Lord and Taylor.

Concepted and designed wireframes/prototype for forthcoming site refresh, keeping brand and customer goals at the forefront of the design changes.

Regularly juggled multiple client projects, independently executing each according to its own timeline and deadlines.

Concepted and designed custom print designs using mixed typography, substrates, and printing processes; delivered print-ready files accordingly.

NOV 11 DIRECTOR OF MARKETING, GRANDLIFE HOTELS

Developed annual marketing and social media plan; collaborated with revenue, sales and food/beverage department heads to determine digital and print marketing needs.

FEB 13

Alongside President, shaped scope and direction of umbrella of hotel websites and ongoing brand evolution; managed project timelines and deliverables.

Collaborated with design team and directed agency in creation of marketing collateral: direct mail, postcards, and email campaigns.

Identified and developed appropriate cross-branding initiatives: original content and product production with media partners, prominent bloggers and artists.

Managed Marketing Manager's responsibilities, overseeing execution of reporting, budget maintenance, media plan, and advertising barter relationships.

AUG 08 MARKETING MANAGER / COORDINATOR, GRANDLIFE HOTELS

Helped define scope and oversaw development/launch of hotels' bespoke neighborhood and travel guide iOS app.

OCT 11

Managed dialogue between brand and audience. Streamlined social content production and reporting by sourcing and implementing new social CMS.

Managed design and deployment of high volume email campaigns to segmented lists using Sailthru, MailChimp.