

Natalia Pereira

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about me

Dynamic and innovative professional with 20+ years of invaluable hands-on experience in handling several simultaneous creative design projects, concept creation, graphic design, animation and visual communication. Equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry. I'm able to identify opportunities, overcome objectives and build long-term mutually beneficial relationships with clients and vendors.

skills

Illustrator

InDesign

Photoshop

WordPress

Elementor

After Effects

Microsoft Office

soft skills

Creativity

Communication

Time Management

Self Confidence/Positive

Problem Solving

Planning

Leadership

Collaboration

education

Conestoga College of Applied Arts

Graphic Design & Advertising Diploma

achievements

Applied Arts – Awards Annual

Package Design – Alfred Sung

Four Seasons Hotels Worldwide

Designed interface for presentations

creative experience

Neglia Design Inc.
Nov 2002 - Present

Senior Graphic Designer

- Lead in the design, development and implementation of graphic, layout, and production communication materials, while helping clients achieve their objectives.
- Supervise the assessment of all graphic materials in order to ensure quality and accuracy of the design.
- Oversee the efficient use of production budgets ranging from \$1,000 – \$100,000.
- Develop numerous marketing programs (logos, brochures, newsletters, infographics, presentations, advertisements) and guarantee that they exceed the expectations of my clients.
- Manage up to 5 time sensitive projects in order to meet daily/weekly deadlines.
- Recommend and consult with clients on appropriate graphic design options based on their overall marketing goals.
- Delegate tasks to other members of the design team and provide counsel on all aspects of the project.
- Continually researching latest technologies and implementing what I've learned into specific requested projects by my clients.

freelance experience

PACKAGING

- Alfred Sung
- Heinz
- Molsons
- Scotties Tissue
- Christie Cookies
- Noma

WEB/MULTIMEDIA

- Bayer
- Bombardier Intranet
- DFCM
- OCUFA
- U of T
- Florida Citrus