





Natalia Pereira

Creative professional specializing in creative direction and multi-platform brand storytelling, known for delivering cohesive, strategic visual communication across digital and print campaigns in fast-paced environments.

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about me

Creative and versatile design professional with extensive experience leading visual communication across branding, graphic design, animation, and digital content. Recognized for delivering fast, polished, and impactful creative solutions that strengthen brand identity and drive audience engagement.

Highly adaptable and detail-oriented, with a strong ability to translate client objectives into clear visual direction. Proven success managing multiple concurrent projects in fast-paced environments while maintaining quality, consistency, and on-time delivery. Collaborative team player with a strong focus on client relationships and creative problem-solving.

skills

Core Strengths / Creative Skills

Creative Direction
Brand Development
Visual Communication
Concept Development
Layout & Composition

Digital & Design Tools

Adobe Creative Suite
Photoshop, Illustrator, InDesign, After Effects, XD
Figma, Canva, Wix, Duda

Digital & Marketing Platforms

WordPress
Social Media Platforms (Meta, Instagram, Facebook)
Email Marketing Tools (Mailchimp)

core strenghts

- Creative Direction & Visual Storytelling
- Brand Development & Consistency
- Multi-Platform Campaign Execution
- Concept Development & Art Direction
- Client Collaboration & Creative Consultation
- Fast-Paced Project Management
- Design Execution & Production Oversight
- Cross-Team Collaboration

education

Conestoga College of Applied Arts
Graphic Design & Advertising Diploma

professional experience

Neglia Design Inc.
Nov 2002 - Present

Senior Designer

Acting Creative Lead on Multi-Platform Brand Projects

- Lead the development and execution of visual communication strategies across branding, graphic design, animation, and digital content.
- Provide creative direction and ensure design consistency across multiple concurrent projects in fast-paced environments.
- Translate client objectives into clear visual concepts and deliver strategic design solutions that strengthen brand identity and engagement.
- Oversee multiple time-sensitive projects simultaneously, ensuring accuracy, polish, and on-time delivery.
- Partner closely with clients to define creative direction, refine concepts, and build long-term collaborative relationships.
- Direct and support design execution, ensuring alignment with project goals, visual standards, and deadlines.
- Integrate emerging design tools, trends, and technologies to enhance creative output and workflow efficiency.

achievements

Applied Arts – Awards Annual
Package Design – Alfred Sung

Four Seasons Hotels Worldwide
Designed interface for presentations

freelance experience

packaging

- Noma
- Martha Stewart
- Alfred Sung
- Nicole Miller
- Heinz
- Molsons
- Scotties Tissue
- Christie Cookies

web

- [The Care Agency](#)
- [Live for Ball](#)
- [Indigenous Wildhorse Society](#)
- [MaxStylist](#)