



NATACHIA LAURENDINE

Multimedia Designer & Art Director

Enthusiastic, highly creative and multitalented designer with extensive experience in multimedia, innovative marketing strategies/campaigns, and print design.

Exceptional collaborator and dynamic team player with well-developed written and verbal communication skills.

Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

CONTACT

- 972.948.2687
- Natachiadesigns@gmail.com
- www.linkedin.com/in/natachia-laurendine
- Natachiadesigns.net

SKILLS

- InDesign
- Illustrator
- Photoshop
- Premiere Pro
- After Effects
- Audition
- PowerPoint
- BrightAuthor

Additional work experience, education and awards on back page

RECENT WORK EXPERIENCE +

ARGO Data Resource Corporation
Richardson, Texas • Multimedia Designer • July 2016 to present

Provides multimedia and print design support for the entire company, ensuring the ARGO's visual designs reflect the marketing objectives and adhere to the corporate identity standards.

Key accomplishments include:

- Design of ARGO marketing collateral, presentation graphics, multimedia, motion graphics, animations, website graphics, marketing materials, sales presentations, lobby displays and PowerPoints, training and recruiting materials, and other client-facing publications
- Development of identity guidelines on use of ARGO styles, logos, and colors; maintenance of all ARGO corporate identity templates
- Integration of corporate identity guidelines into infographics, illustrations, iconography, collateral templates, multimedia animations, motion graphics, and presentation visuals for print and digital, including Social Media
- Design and update of corporate website graphics and template
- Production of tradeshow and special event collateral that adheres to corporate branding, including booth signage, name tags, data sheets, and other relevant materials

Blue Cross and Blue Shield of Texas
Richardson, Texas • Graphic Designer II • August 2001 to July 2016

Primary focus on internal communications and special projects. Accomplishments include the creation of themes for award-winning, large-scale campaigns, such as:

- Employee Retirement Systems of Texas
- Federal Employee Program
- Teachers Retirement System
- Employee Communications

Designed, developed, and produced all collateral for these campaigns, including:

- Direct mail collateral
- Brochures
- Posters
- Newspaper advertisements
- Enrollment guides
- Corporate identity
- T-shirts



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EDUCATION

University of New Orleans
New Orleans, Louisiana
Bachelor of Fine Arts
May 1989 to December 1990
Member of Alpha Theta Epsilon

University of Louisiana at Lafayette
Lafayette, Louisiana
Studies in graphic design
August 1986 to May 1989
Member of Gamma Beta Phi
Honor Society

References available upon request

OTHER WORK EXPERIENCE +

Served in a creative talent capacity with the following organizations:

Great Dane Graphics
New Orleans, Louisiana • Freelance Graphic Designer • May 1999 to January 2001

G.Mc & Company Advertising
New Orleans, Louisiana • Art Director • May 1996 to May 1999

Casino Magic Advertising
Bay St. Louis, Mississippi • Senior Graphic Designer • November 1994 to December 1996

SPAR Inc. Advertising
New Orleans, Louisiana • Senior Graphic Designer • August 1990 to November 1994

Responsible for the concept, design, and production of a variety of internal and external promotional collateral, including:

- Brochures
- Annual reports
- Direct mailers
- Newspaper advertisements
- T-shirts
- Event posters
- Menus
- Packaging
- Labels
- Point-of-purchase displays

AWARDS

- 2020 Graphic Design USA - American Graphic Design Award
- 2015 Graphic Design USA Health & Wellness Awards (2)
- 2015 Communicator Awards - Gold Award of Excellence (1) and Silver Award of Distinction (2)
- 2015 Graphic Design USA American InHouse Design Awards (3)
- 2013 Calendar Marketing Association (National Calendar Awards) - Silver Award
- 2010 27th Annual Healthcare Advertising Awards - Merit Award
- 2009 26th Annual Healthcare Advertising Awards - Merit Award
- 2009 Graphic Design USA American In House Design Award
- 2008 HCSC Best of Blue - Honorable Mention
- 2008 Graphic Design USA American In House Design Award
- 2008 SIAA Fifth Annual Service Industry Advertising Awards - Merit Award
- 2006 Graphic Design USA American InHouse Design Awards (3)
- 2005 Graphic Design USA American InHouse Design Awards (2)
- 1999 Citation of Excellence from the Ad Club of New Orleans
- 1997 ADDY Award and Citation of Excellence from the Ad Club of New Orleans
- 1996 ADDY Award and Citation from the Mississippi Gulf Coast Ad Club
- 1995 National Paperboard Competition Golden Award Winner
- 1995 World Packaging Award

INTERESTS



PAINTING



GARDENING



TRAVELING



YOGA