

NATALIE J. DELMAN

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CREATIVE DESIGNER & PHOTOGRAPHER

Seasoned graphic design professional offering extensive experience in multimedia, marketing, and print design. Adept at overseeing and executing revenue-generating design projects from concept to completion. Proficient in creating high-quality visual solutions and converting concepts into effective designs for diverse marketing and promotional materials. Recognized for exceptional interpersonal skills, cross-functional collaboration, and superior client service.

CORE SKILLS

- Graphic Design (print/digital) & Visual Communication
- Marketing Collateral & Presentation Design
- Branding, Identity, & Logo Design
- Creative & Art Direction
- Infographics & Data Visualization
- Industrial & Headshot Photography
- Brand Strategy & Project Management
- Typography & Color Theory
- Collaboration & Communication
- Social Media Design
- Packaging Design
- Large Format Signage

TECHNICAL EXPERTISE

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat) | Google Slides | Keynote | ExactTarget | OS X
Microsoft Office Suite (Word, Excel, Teams, PowerPoint) | WordPress | Wix | Basic HTML | Pencil & Paper

PROFESSIONAL EXPERIENCE

Freelance Designer | nDash Creative (Remote, Monte Rio, CA) **4/2005 – Ongoing**

- Design and develop visual concepts and tailor-made graphics to create bespoke solutions that align with the brand's objectives and boost client engagement. Projects include: logos, identity, packaging, graphic assets, invitations, brochures, flyers, album/LP art, trade show displays, promotional materials, and real estate photography.
- Build and nurture strong client relationships, ensuring their satisfaction, resulting in repeat clientele and positive referrals.

Senior Graphic Designer & Photographer | AECOM, West Region (Remote, Oakland, CA) **6/2016 – 9/2022**

- Delivered strategic visual communications and graphic assets for diverse global teams, driving \$16.5B in annual revenue for a Fortune 500 AEC firm.
- Creative liaison between business lines and market sectors (transportation, tech, water, energy, PM/CM, cities), collaborating effectively with cross functional project teams and senior leaders to win work and expand core business, providing a growth rate of 8.1% to 15.3% during my tenure.
- Enhanced brand representation through custom proposal layouts, presentations, maps, infographics, and photography.
- Art direction and execution of photo shoots to document team strategy sessions, construction progress, special events, and corporate headshots, expanding the organization's digital asset library.

Key Projects:

LAS McCarran Airport Expansion (\$7.5M), University of Hawaii Energy Savings Services Contract (\$48.9M), KY WW Monitoring Program (\$2.3M), MWRDGC Engineering Design Contract (\$9M), SFMTA Central Subway Project Photographer (2019–2022)

Senior Graphic Designer & Marketing Specialist | AECOM, High Tech (San Francisco, CA) **7/2014 – 6/2016**

- Served as lead designer for AECOM's high-tech sector, creating content for mission-critical/data centers, corporate campuses, drones, R&D, and semiconductor facilities.
- Delivered custom, upscale marketing materials for the top 20 Fortune 100 high-tech companies (consumer electronics, internet, social media) aimed to drive large revenue projects and programs targeting 60M+ year.
- Trained and mentored new marketers and creative partners to design for key pursuits and maintain confidential files.

Senior Graphic Designer | Club One, Inc. (San Francisco, CA) **3/2007 – 11/2013**

- Developed print/digital marketing materials for 20 commercial health clubs, 5 community centers, and 2 medical fitness centers.
- Collaboratively led and executed designs for impactful program and event launches, advertising campaigns, and social media content for 9 diverse health and wellness brands to enhance outreach and member engagement.
- Successfully managed product inventory and distribution across 25+ locations and multiple departments.

EDUCATION

Bachelor of Fine Arts (BFA) in Graphic Design | Academy of Art University (San Francisco, CA)