




Natalie Marinides

visual designer

 nataliemarinides.design

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Natalie Marinides is a Brooklyn-based designer and visual strategist known for her elegant and functional designs that resonate with audiences across platforms. With a strong focus on social impact, Natalie creates visuals that raise awareness and inspire meaningful change. Her innovative approach blends aesthetics with purpose, making her work both visually striking and socially relevant.

Experience

JUNE 2022 - HelpGood
PRESENT

Designer

- Produces compelling graphics and videos for organic social media content and paid digital advertising, for a diverse portfolio of mission-driven clients.
- Develops campaign brand identities.
- Designs print and digital out-of-home (OOH) advertisements for nationally-recognized clients.
- Strategizes with cross-functional teams to ensure cohesive and impactful outcomes.
- UX design for client websites, including wireframing and prototyping.
- Meets internal design needs by creating branded templates and client case studies for the agency website, maintaining a consistent and professional visual identity.
- Clients have included Acacia Center for Justice, Ms. Foundation for Women, MusiCares, Housing Works, Clean Path NY, Bike New York, Planned Parenthood League of Massachusetts, LA County Department of Economic Opportunity, and more.

NOV 2021 - Dotdash Meredith
MAY 2022

Junior Designer

- Collaborated with Ad Sales to create engaging pre-sale product mockups and post-sale deliverables for clients.
- Developed customized branded products for clients purchasing ad space on Dotdash Meredith websites like Target, Fidelity, Home Depot, Best Buy, Woodford Reserve, Miele, etc.

SEP 2020 - Campus Election Engagement Project (CEEP)
APR 2021

Social Media & Design Intern

- Collaborated with strategists to create engaging content for the Instagram page, enhancing CEEP's online presence.
- Designed social graphics that significantly elevated CEEP's brand identity across social media platforms.
- Engaged with the audience and managed community interactions on Instagram, fostering a vibrant online community.
- Analyzed content performance by tracking impressions, engagement, and key metrics to optimize strategy and drive results.

Education

Pratt Institute
Brooklyn, NY
May 2021

Bachelor of Fine Arts in
Communications Design
Branding & Art Direction Emphasis

Skills

Mac literate
Adobe InDesign, Illustrator,
Photoshop, Lightroom, XD,
After Effects, PremierePro
Figma
Sketch
Canva
Social Media Design
UX Design
OOH Design
Print Design
Photography
Art Direction
Branding
Conceptual Storytelling
Detail oriented
Time management
Project management
Asana
Client communication

Certifications

2025 Google UX Design
Specialization