

# Natasha Losung

Graphic Design, Art Direction, Digital Marketing

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Relocating to Melbourne, Australia

## Grand Street Studio - Remote, NYC/LA *Freelance Graphic Designer* April 2022 - Present

- Designed graphics for top-tier international clients such as Maison Kitsuné, Marram Resort and Greybarn Real Estate.
- Ideated fresh visual strategies for digital and social platforms, enhancing user interaction.
- Partnered with agency founder to strategise and execute a dynamic social media launch.

## Geneva Centre for Autism - Toronto, ON *Digital Marketing Specialist and Graphic Designer* January 2023 - October 2023

- Boosted social media engagement by 900%, increasing clinical admissions by 25%.
- Analysed market trends to steer design and marketing strategies effectively.
- Managed creation of digital content (PPC and social), ensuring brand consistency across digital platforms.
- Aligned copy strategy across all marketing channels, developing copy for social media and web content.

## Endeavour College of Natural Health - Brisbane, QLD *E-Commerce Specialist* January 2021 - August 2021

- Streamlined e-commerce workflows on Shopify, enhancing operational efficiency.
- Optimized product listings and web content, increasing sales conversions by 8%.
- Developed email marketing campaigns pushed through Klaviyo, with a 17% open rate.

## 4ZZZ Radio - Brisbane QLD *Graphic Designer and Radio Producer* April 2019 - April 2022

- Supported in-house team with concept and design for digital and print campaigns, resulting in 15% boosted subscriber growth annually.
- Analyzed campaign performance to drive design decisions, improving engagement metrics.
- Co-founded and produced popular radio show “Synesthesia”, supporting left-field artists and musicians from Australia and abroad.

## About

I am a multi-disciplinary designer interested in Art Direction, Brand Design and Photography. In my spare time I like to DJ, paint and host parties. I am most satisfied when my work is able to form meaningful experiences for clients and individuals.

## Education

**SAE College**  
Diploma of Music Production

**CATC Design School**  
Diploma of Graphic Design

## Skills

Graphic Design, Art Direction, Social Media Management, Digital Marketing, Photography, Web Design, Adobe Creative Cloud Suite, Cinema 4D, Microsoft Suite

Can Rapidly Ideate, Self-Motivated, Positive Attitude, Attention to Detail, Collaborative, Problem Solving, Willingness to Learn, Strong Initiative