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NATHALIA LEPSCH

professional summary

Dynamic and results-driven Senior Branding and Graphic Designer with 16 years of comprehensive experience in branding, editorial, and exhibition design. Proven expertise as Head of Communication and Design in the tech industry, adept at managing multidisciplinary teams and budgets to deliver innovative design solutions. Recognized for exceptional collaborative skills and the ability to drive projects from concept to execution. Possesses strong writing abilities that enhance communication and brand storytelling. Committed to fostering creativity and delivering impactful design through cohesive communication that aligns with strategic business goals.

Awarded in 2022 for designing the visual identity of the Museu Marítimo Brasileiro (Brazilian Maritime Museum) in partnership with Danowski Design, showcasing a commitment to excellence in design.

professional experience

2021 – current

HEAD OF DESIGN AND COMMUNICATIONS

HATHOR LABS / CAYMAN ISLANDS / www.hathor.network.com

Hathor Labs is a company that serves as the main developer and maintainer of Hathor Network, a Layer 1 blockchain network.

Strategic Leadership: Develops and implements design and communication strategies that align with the company's vision and goals.

Team Management: Leads and mentors a multidisciplinary team of designers, writers, and communications professionals, fostering a collaborative and innovative work environment.

Brand Development: Established and maintains the company's brand identity, ensuring consistency across all platforms and materials.

Project Oversight: Oversees the design process from concept to execution, ensuring timely delivery and budget compliance.

Performance Analysis: Monitors and analyzes the effectiveness of design and communication initiatives to refine strategies and improve outcomes.

Currently employed full-time with a main employer, while also taking on independent design projects when invited, leveraging extensive experience for special collaborations.

2015 – 2021

FREELANCE DESIGNER

COLLABORATING WITH INSTITUTIONS / BRAZIL

Worked as a freelance designer, collaborating with various firms and institutions on projects in branding, exhibition design, visual identity, graphic design,

publications, signage, UX/UI, and more. Key collaborations include various museums and cultural institutions, such as: MAM / RJ, MAR / RJ, Museum of Tomorrow, EAV Parque Lage / RJ, Farol Santander / SP, MJV Innovation.

Most recent projects

- 2024 – Editorial Design for the Annual Report book series of Museum of Tomorrow, Rio de Janeiro.
- 2022 – Winner of the Visual Identity competition for the Museu Marítimo do Brasil [Brazilian Maritime Museum], in partnership with Danowski Design.

2012 – 2014 **MID-LEVEL DESIGNER**

DANOWSKI DESIGN | www.danowskidesign.com

Design Studio

- Developed and managed visual identity projects and account management, ensuring brand consistency and timely deliverables across platforms.
- Created and processed images for editorial design, exhibitions, and websites, enhancing visual storytelling and user engagement.

2012 – 2012 **JUNIOR DESIGNER**

JAIR DE SOUZA DESIGN | www.jairdesouzadesign.com

- Assisted in designing user-friendly websites and contributed to visual identity projects, creating cohesive brand elements.
- Supported editorial design efforts and collaborated on exhibition design projects, enhancing layout, image selection, and overall presentation.

education

2019 – 2021 Master's in Social History of Culture / Art and Architecture History | PUC-Rio

2017 – 2018 Specialization in Art and Architecture History | PUC-Rio

2010 – 2011 Undergraduate Exchange Program | ENSCI-Les Ateliers, Paris

2006 – 2011 Bachelor's in Industrial Design | ESDI/UERJ, Rio de Janeiro

certifications

2023 Certified Innovation Leader (CIL) | Oficina da Inovação

2021 Applied Branding | LAJE

language and software

- Portuguese (native)
- English (advanced)
- French (intermediate)
- Adobe Creative Cloud
- Figma

skills

- Adaptability
- Analytical Skills
- Collaboration
- Communication Skills
- Project Management