



# NATALIE VAUGHAN

*multidisciplinary  
designer based in  
NYC*

natalie.l.vaughan@gmail.com  
630.310.1718  
natalie-vaughan.com

## EDUCATION

### DREXEL UNIVERSITY

09.2014 - 06.2018  
Philadelphia, PA  
Bachelor of Science in Graphic Design  
Minor in Fine Arts and Art History

### FOUNDATION FOR INTERNATIONAL EDUCATION

06.2016 - 09.2016  
London, England

### COOPER UNION PAPER ENGINEERING

05.2021 - 08.2021  
New York, NY

## TECHNICAL SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe After Effects  
SketchUp  
Figma  
Sketch  
HTML / CSS  
TouchDesigner  
Keynote  
Powerpoint  
Google Slides

## CREATIVE HOBBIES

Paper Engineering  
Origami  
Handcraft Sculpture  
Chocolate making  
Lamp repair  
Illustration  
Book Binding  
Photography  
Creative Coding

## EXPERIENCE

### FREELANCE, DESIGNER AND EXPERIENTIAL STRATEGIST

#### 7.2024 - PRESENT

- Translate complex ideas and research findings into clear, compelling visual narratives across print and digital media
- Lead design and development visual systems, high-impact presentations, reports, and infographics to support research outcomes and decision-making
- Collaborate with researchers to interview key users, host workshops and interviews, interpret data, synthesize information, and identify key visual storytelling opportunities
- Support and contribute to client presentations, clearly communicating research insights and design rationale
- Define design principles, visual standards, and brand guidelines to ensure consistency and quality and train non-designers on how to carry these systems throughout projects

### IA COLLABORATIVE, PRINCIPAL DESIGNER

Senior Designer: 06.2022 - 12.2023    Principal Designer: 12.2023 - 7.2024

- Led multi-disciplinary teams of researchers, strategists, technologists, and designers, collaborating to uncover user needs, identify insights, and design multi-channel solutions
- Oversaw the quality and output of creative deliverables including design systems, digital products, branding, interactive experiences, physical presentations, and corporate storytelling
- Orchestrated ethnographic research and translated complex insights into clear designs presented as journey maps, blueprints, frameworks, value propositions, and iterative prototypes
- Managed client communications and aligned project stakeholders throughout all phases of projects including collaborative moments of concepting, co-creating, and buy-in socialization
- Instituted internal initiatives to create best practice protocols, bring efficiency to processes, test and integrate new tools, and build methods to grow inclusivity and diversity culture

### MICROSOFT, LEAD EXPERIENTIAL DESIGNER

#### 11.2021 - 05.2022

- Spearheaded the entire visual identity of the yearly Start Partner Summit, bringing to life Microsoft's new rebrand while reimagining it in an in-person, immersive setting in Honolulu
- Collaborated and communicated with a team across many timezones - including a team in the Netherlands and the on-site installers in Hawaii
- Delegated tasks to and oversaw various partners including developers building the website, internal team creating email invites and other small design items, fabricators producing merch and other takeaway collateral, AV production team setting up the stages, and furniture rental partners designing the audience seating layout
- Oversaw the production and installation of large-scale signage, artwork, banners, and the stage as well as set up the files for print according to various guidelines and specs

### FREELANCE, BRAND AND PACKAGING DESIGNER

#### 08.2021 - 07.2022

- Designed new on-brand visual identity systems to effectively convey company messaging and comply with legal requirements for packaging
- Maintained consistent use of graphic imagery in material and other marketing outreach of various scales to retain a strong, recognizable visual identity
- Enhanced sales through website development with clear user flow and engaging graphics and informational one-sheets with product information

### THE PARTICIPATION AGENCY, GRAPHIC AND INTERACTIVE DESIGNER

#### 07.2018 - 08.2021

- Navigated many roles including concept strategy, art direction, pitch deck design, mock-up creation, brand development, animation, photo and video editing, print and web design, and fabrication production
- Oversaw multiple interns as design lead and acted as communication liaison for clients ranging from start-ups to Fortune 10 companies
- Sourced production vendors, managed all vendor communications for design assets, tracked the design budget, and oversaw the install
- Amplified engagement and awareness for clients' brands through building activations in a high-energy, fast-paced work environment

### WEBJUNTO, PRODUCT DESIGNER

#### 04.2017 - 03.2018

- Examined the existing user flow of apps and websites and reworked them to create wireframes with a seamless user experience
- Built prototypes to optimize the flow, outline the onboarding experience, and showcase custom transitions and animated features
- Created brands consisting of logos, color schemes, and brand guidelines that were all fully ADA-compliant
- Designed custom illustrations, icon systems, and supporting advertising campaigns