

Natalie O'Rourke

natorourke.com
natalie.orourke@me.com
(408) 444-1094

EDUCATION

University of Washington
Bachelor of Design
Visual Communication Design
JUN 2024

Awarded Graduating with
Excellence | Natalie Malone
Memorial Award

SKILLS

Public Speaking
Customer Service
Photography
Illustration
Visual Identity/Branding
Publication Design
Typography
User Interface Design
Screen Printing
Book Binding

TOOLS

Procreate
Figma
Adobe Illustrator
InDesign
Photoshop
Lightroom

Staff Designer

↳ ARCADE NW

OCT 2024 — PRESENT | Seattle, WA

Independently designed the [Winter 2024 Print Journal](#) as a contract position, after positive reception was then hired on as permanent staff.

Develop and maintain brand identity through the creation of media kits, event posters, presentation templates, and any other visual assets.

Collaborate with guest designers sharing vital brand information and consulting on design projects.

Retail Specialist

↳ Apple

AUG 2024 — PRESENT | Seattle, WA

Builds customer confidence through empathy, patience, and rapport to reach a personalized solution based on their specific needs.

Consistently calm and compassionate in pressured, high-velocity situations. Maintain clear organization and efficiency to successfully serve multiple simultaneous customers.

Coordinates with and supports team members to provide a positive, consumer-focused store experience.

Demonstrates advanced knowledge and expertise in Apple's products to educate customers on device functionality, software, and accessories.

Lead Design Consultant

↳ UW Design Help Desk

SEPT 2023 — JUN 2024 | Seattle, WA

Selected by UW Design faculty to run the Design Help Desk for demonstrated ability to concisely break down complex concepts and enthusiasm for design education.

Designed and delivered engaging lectures and [resources](#) to make effective visual communication approachable for non-designers.

Advised students on layout, typography, and visual storytelling techniques for academic presentations, research posters, and published articles through 15 minute consultations.

Event Photographer

↳ UW School of Art, Art History, and Design & Freelance

APR 2023 — PRESENT | Seattle, WA

Ability to naturally capture subjects in dynamic environments, while expertly identifying key moments to create [authentic and vibrant images](#).

Edited a curated selection of photographs for printed and digital university marketing materials as well as social media.

Coordinated closely with clients and event organizers to align on objectives and timelines for event documentation.