

Jayla Natalie

Graphic Designer · Print + Editorial Design · Visual Storyteller

jaylanatalie.com
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Multidisciplinary graphic designer based in San Francisco with a B.A. in Design and a focus on visual identity, editorial design, and multimedia storytelling. Passionate about typography, brand systems, and crafting designs that connect with audiences across print and digital platforms. Collaborative, detail-driven, and fluent in both conceptual thinking and production execution.

EDUCATION

Bachelor of Arts in Design
University of San Francisco

DESIGN SKILLS

Visual Identity + Branding
Editorial Design + Layout
Typography
Digital + Social Media Design
Motion Graphics
UI/UX Principles
HTML/CSS
Audio + Video Editing

WORKFLOW SKILLS

Project + Time Management
Creative Collaboration
Client Communication
Feedback Integration

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
After Effects
Premiere Pro
Final Cut Pro
Figma

EXHIBITIONS & CREATIVE WORK

Published Photographer
The Kingfisher Magazine,
2024

Exhibiting Artist
Wet Paint
SOMArts Cultural Center
San Francisco, CA ·
2025

Exhibiting Artist
Artists At Play
Thatcher Gallery
San Francisco, CA ·
2025

PROFESSIONAL EXPERIENCE

Graphic Designer

Graphics Center · Aug 2024 – May 2025

Created 30+ cohesive visual assets for university-wide campaigns, contributing to higher event turnout and improved brand visibility across campus.

Consulted with clients to translate creative goals into visual direction.

Presented concepts in critiques and meetings, iterating based on feedback.

Managed multiple design projects from concept through delivery.

Delivered work across formats using Adobe Creative Suite.

Graphic Design Intern

Anne Fontaine · Paris, France · May 2024 – Aug 2024

Collaborated with the lead designer to create digital marketing assets for web, email, and social platforms.

Produced animated ads, landing pages, and email graphics aligned with campaign direction.

Ensured brand consistency while rapidly iterating on designs in a fast-paced, cross-functional environment.

Worked cross-functionally with marketing and product teams.

Radio Producer & Designer

KUSF Radio · Aug 2024 – Aug 2025

Hosted and produced a weekly genre-blending music and storytelling show; edited audio using vinyl, CDs, and digital tools.

Designed promotional posters and social media graphics to support show branding and audience growth.

Contributed to the KUSF Zine as a designer and visual editor, combining music journalism and publication layout.

Promoted events and broadcasts across digital channels, aligning visuals with station identity.

Multimedia Lab Assistant

USFCA Media Lab · 2024

Supported students with Adobe Creative Suite tools, specializing in Premiere Pro and After Effects troubleshooting.

Designed instructional materials and signage for lab spaces; maintained a welcoming, collaborative creative environment.