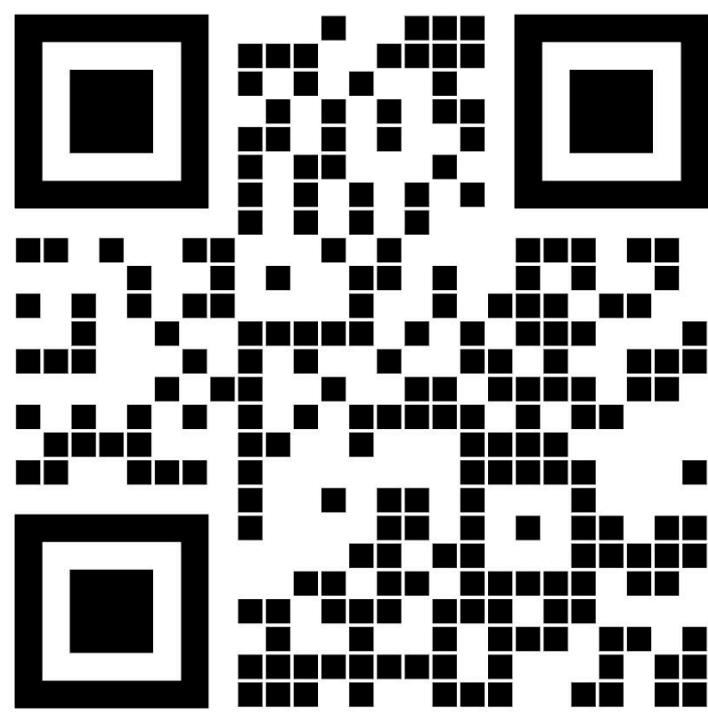


# Natalie Baron

Graphic designer & art director based in Los Angeles.

(415) 827-8656  
ngbaron@yahoo.com

Portfolio ↗  
LinkedIn ↗



## Education

Chapman University  
BFA in Graphic Design, minor in Advertising  
Class of 2021

Studio Arts College International,  
Florence, Italy  
Fall 2019 Semester Abroad

## Skills

Design Systems  
Brand Identity  
Art Direction  
Typography  
AI Prompting  
Experiential Design  
Photo Compositing  
Deck Design  
Pitching & Presenting  
Design Rationale  
Team Collaboration  
Mentoring

American Sign Language  
Dog Whisperer

## Clients

Nike  
FIFA  
Pinterest  
Google  
HBO  
L’Oreal  
NYX Cosmetics  
Nickelodeon  
Walmart  
Liquid I.V.  
DreamWorks Jr.  
IBM

## Programs

Figma  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
MidJourney  
Google Slides  
Keynote

## Professional Experience

### Monks

An end-to-end global agency, redefining how brands interact with the world.

December 2021 – Present

Los Angeles, CA

### Designer

- Specialized in crafting brand identities, scalable design systems, and immersive experiences for clients like Pinterest, Google, FIFA, Walmart, and HBO.
- Drove growth as part of the new business team, delivering design that secured multi-million-dollar pitch wins for GM, AliExpress, Nickelodeon, Liquid IV, and Pinterest.
- Led projects from pitch to production across branding, experiential design, 360 campaigns, and platform development.
- Delivered high-quality assets at scale, balancing feedback, brand standards, and tight deadlines, while advocating for bold design perspectives to push brand identity.
- Mentored junior designers and fellowship interns through the "Art of Pitching" program.
- Shortlisted for the Cannes #NextUp x Meta 2023 competition in the “VR for Good” brief, proposing an innovative solution that uses VR and generative AI to enhance cognitive abilities for individuals with dyslexia.

### Bite Toothpaste

Sustainable, oral care company, revolutionizing consumer packaging to be fully recyclable, and plastic-free.

August 2021 – December 2021

Los Angeles, CA

### Graphic Designer

- Executed creative for marketing initiatives across email, web ads, and social media motion graphics, pushing design standards that elevated the brand's look and feel.
- Collaborated with the design team and Co-Founder to implement new visual guidelines that aligned with the brand's sustainability ethos.
- Developed templates and assets to streamline production processes and ensure consistency across marketing channels.

### Marin Living Magazine

Editorial magazine for Marin County, celebrating local people and their stories.

January 2021 – May 2021

Remote position

### Graphic Designer

- Designed magazine layouts for both print and web, ensuring consistency in visual style and readability across formats, while maintaining alignment with brand guidelines.
- Planned and designed site layouts, functionality, and navigation, overseeing analytic tracking to optimize user experience and performance metrics.
- Implemented ad rotation systems and troubleshooted responsive code, boosting ad visibility by 82% and enhancing user engagement across platforms.