

NATALIE O'ROURKE

↘ natorourke.com

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(408) 444-1094

EDUCATION

University of Washington

↘ **Bachelor of Design**

Visual Communication Design

Graduated 2024 | Seattle, WA

Awarded Natalie Malone Memorial
Scholarship / Graduating with
Excellence Award

SKILLS

Visual Identity/Branding

Publication Design

Typography

Customer Service

User Interface Design

Illustration

Photography

Screen Printing

Book Binding

TOOLS

Adobe Creative Cloud

Figma

Illustrator

InDesign

Photoshop

Lightroom

Procreate

EXPERIENCE

Freelance Visual Designer

↘ **Self Employed**

July 2024 — Present | Seattle, WA

- Designs original publications, web pages, icons, illustrations, and other visuals/graphics customized for clients' needs.
- Clients include the University of Washington, ARCADE, CDW, and more.

Retail Specialist

↘ **Apple**

Aug 2024 — Present | Seattle, WA

- Provides personalized technology recommendations and education based on customer needs to reach a thoughtful solution.
- Maintains organization and efficiency through resource management in dynamic, high-velocity situations.
- Coordinates with and supports team members to provide a positive, consumer-focused store experience.

Design Consultant

↘ **UW Design Help Desk**

Sept 2023 — Jun 2024 | Seattle, WA

- Selected to run the Design Help Desk program at the University of Washington.
- Advised students and faculty to help refine visuals used for presentations, publications, and conferences.

Design Intern

↘ **Culminate Strategy Group**

Jun 2023 — Oct 2023 | Remote

- Executed a variety of design-based projects for corporate clients.
- Visually polished PowerPoint presentations, proposals, and other deliverables within the company.
- Created vector-based assets for internal presentations, social media usage, and print distribution.

Staff Photographer

↘ **UW School of Art, Art History, and Design**

May 2023 — Jun 2024 | Seattle, WA

- Designated photographer for the UW Division of Design
- Captured Gallery Openings, Presentations, Lectures, and Social Media Campaigns