# **Jayla Natalie**

Multidisciplinary Graphic Designer · Print & Digital · Identity Systems

jaylanatalie.com contact@jaylanatalie.com San Francisco, CA

Multidisciplinary graphic designer and visual artist with a B.A. in Design and a focus on visual identity, editorial systems, and multimedia storytelling. Passionate about clear, culturally grounded communication through typography, layout, and research-driven design. Experienced in collaborative environments and real-world production, with a track record of translating complex ideas into compelling visual outcomes across print, digital, and social platforms.

#### **EDUCATION**

Bachelor of Arts in Design University of San Francisco

## **CORE SKILLS**

Editorial Design
Visual Identity + Branding
Typography + Layout
Print Production
Data Visualization
Social Media Design
Research-Based Storytelling

# **TECHNICAL TOOLS**

Adobe Creative Suite
(Photoshop
Illustrator
InDesign
Premier Pro)
Final Cut Pro
Figma
Basic Motion Graphics
(After Effects)
Basic HTML/CSS/p5.js

# **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**

USFCA Graphics Center · Aug 2024 - May 2025

Designed 30+ visual assets across print, digital, and merchandise for campus-wide campaigns, contributing to high event engagement and increased brand visibility.

Collaborated with clients from concept to final production, translating creative goals into strategic visual solutions.

Presented work in critiques and meetings, iterating based on feedback and production timelines.

Delivered print-ready and digital files using Adobe Creative Suite with attention to consistency and accessibility.

# **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.