



# Natalia Pi

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## Education

**MASTER OF ARTS 2005 +**  
**BACHELOR OF FINE ARTS 2004,**  
Graphic Design, **Savannah**  
**College of Art and Design**  
:: Savannah, Georgia

**1998-2000,** Communication Design,  
**Carnegie Mellon University**  
:: Pittsburgh, Pennsylvania

## Software Skills

**PROFICIENT KNOWLEDGE**  
:: Adobe Creative Suite  
:: GN3 by Tera  
Digital Publishing  
:: Microsoft Office

**WORKING KNOWLEDGE**  
:: Dreamweaver  
:: Flash  
:: Mobile Site Builder  
by Zergo

**BASIC PROGRAMMING**  
:: HTML + CSS

## Interests

- Typography, Photography and Illustration
- I love staying on top of the newest technology trends, happily using - Instagram, WordPress, Facebook, Twitter and Flickr.
- Running marathons

## Objective

To secure a full-time position as an Art Director of an exceptional company.

## Experience

**El Nuevo Día- Most read newspaper in Puerto Rico, 200k daily circulation :: elnuevodia.com**  
**Senior Art Director :: 2006-2011**

- Art directed, produced and designed for the daily newspaper & magazine, Sunday magazines and various multimedia projects
- Managed a team of 12 designers, multiple freelance stylists and illustrators in a fast paced environment while meeting production deadlines and design specifications
- Oversaw budgets that ranged from hundreds to thousands of dollars per project
- Worked alongside the Editor, Photography Editor, Sales Manager, photographers, stylists and journalists
  - Worked in a collaborative design process with senior leaders from the entire news organization
  - Oversaw photoshoot productions and photo-editing while adhering to the editorial calendar
  - Regularly in charge of designing the cover of the newspaper, managing the hard news design team, and facilitating the newsroom with an up-to-date dummy
  - Consistently mediated between the journalists and the designers to segment, edit and present content for the best reader experience possible

**Reinhold Jewelers- One of the top jewelry stores for designer jewelry in the United States and the Caribbean :: reinholdjewelers.com :: Puerto Rico**

**Catalog designer, Reinhold Holiday Book :: 2009, 2010, 2011**

- Works closely with the President to create their annual themed catalog; 15,000 copy run
- Interface with the materials supplier and the printer to present client with various budget alternatives

**Sajo, García & Partners- Advertising Agency :: www.sgaideas.com :: Puerto Rico**

**Junior Art Director :: 2005-2006**

- Developed new advertising campaign concepts for Scotiabank, Coca-Cola and Medalla Light
- Conceptualized tv ads, bus shelters, flyers, banner ads, newspaper ads, promotional items and in-store displays

**Grupo Espiral- Design Agency :: www.facebook.com/pages/Grupo-Espiral :: Puerto Rico**

**Assistant Designer :: 2000-2002**

- Designed corporate identities, brochures, annual reports and newspaper ads
- Delivered client's color separations, print-outs and final jobs to printer

## Miscellaneous

**Bienal Iberoamericana de Diseño- International Design Biennale :: www.bid-dimad.org :: Madrid**  
**Consulting Committee :: 2010**

- Organized more than 20 Puerto Rican designers- industrial designers, interactive designers, jewelry designers and graphic designers- to submit examples of their work for the **BID**, celebrated in Madrid

## References

**LOREN FERRÉ RANGEL :: Vice President for New Products at El Día Inc.**

**MARIE HELENE MORROW :: President, Reinhold Jewelers**