

NATALIE CATALFAMO

GRAPHIC DESIGNER

CONTACT



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INTERESTS

- Music
- Sport
- Design
- Fashion
- Travelling
- Socialising
- Photography

EDUCATION

Primary and Secondary School

**LORETO MANDEVILLE
HALL TOORAK**

2008 - 2020

- School Councillor / Prefect 2020
- Spirit Award (involvement in school life and co-curricular activities) in Year 7 and Year 9
- Wellbeing Leader in Year 6
- Elected SRC (Student Representative Council) in Year 7

**Bachelor of Design
(Communication Design)**

RMIT UNIVERSITY

2021 - 2023

Graduated with Distinction

CHARITY WORK

- Very Special Kids Fair 2018
- Very Special Kids Christmas Fair 2018
- Very Special Kids Piggy Bank Appeal 2018
- Refugee Speakers Session 2019
- Friday Night School Tutoring 2019 - 2020
- Year 11 Vietnam Pilgrimage 2019

OTHER

- Casual Support Worker
- Member of Loreto Past Pupils Choir

PROFILE

I'm a Melbourne-based Visual Communication Designer with a passion for all things creative! After finishing high school in 2020, I dove into Graphic and Visual Design, which fueled my love for the arts. My year 12 folios helped me snag a spot in RMIT's Bachelor of Design (Communication Design), where I graduated with Distinction in 2023. Along the way, I gained valuable skills through internships and personal projects in packaging, digital design, content creation, social media, marketing, and publication design. I'm always eager to learn and push my creative boundaries!

WORK EXPERIENCE

Marketing Internship

Equality Media and Marketing

Aug 2024 - Oct 2024

- Learning about the fundamentals of marketing and how design interconnects
- Sitting in on meetings and pitches and learning how to express and market your ideas to clients
- Seeing how a business works across multiple brands and the importance of planning and organisation
- Meeting and working with a new team and learning each person's role and furthering my knowledge on what makes successful business work through teamwork and leadership

Graphic Design Internship

CANYON Brand Agency

Apr 2024 - May 2024

- Working with a small team on multiple brands at a time
- Played a tangible part in resolving the Like It Like That and OrchestraX brand developments
- Delving into the world of colour and how certain colours corporate and work together
- Applying initiative and work ethic when given a brief and then working with what's given
- Working aside industry professionals and getting a valuable insight into brand agencies

Junior Graphic Designer - Part Time

Austin Group

Feb 2024 - Present

- Working across all brands (Gazman, Cable, Perri Cutten)
- Being a part of multiple teams and learning about their respective roles and requirements
- Having the opportunity to work as well in the Marketing and Fashion realms of Design
- Working with all Adobe platforms and making EDM's for emails and websites
- Catalogue and Range Book making and formatting for each season
- Formatting images with different specs for socials and also publication
- Designing Instagram story content as well as posts for socials

Design Internship

ACRD

Jun 2022 - Jun 2023

- Worked with the creative team across a range of clients, producing graphics for multiple platforms and furthering my skills
- Showcased my imaginative and creative thinking skills
- Had a scope into other areas of design such as interior design, strategic development, and branding
- Contributed to pitches for future work and work with the graphic design team to help shape clients' brands and identities
- Deepened my understanding of working in a design company and the way the company operates and undergoes task to achieve success through teamwork

Graphic Designer - Casual

Simonds Homes

Nov 2023 - Dec 2023

- Worked in a completely new workplace with a new range of people and job types
- Learned how to undergo tasks at an efficient and effective rate and get them completed over a tight deadline
- Contributed to the remodelling of their publication design books featuring their new range of house floor-plans and house types
- Furthered my experiences in working with a team and understanding the importance of asking questions and learning from those around me to gain more confidence and skills.

REFERENCES

Anthony Hoffman

Director
ACRD

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Stuart Goh

Senior Graphic Designer
CANYON BRAND AGENCY

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