




# NATALIA VENKATESH

PHOTOGRAPHER AND GRAPHIC DESIGNER

Lenzation Studio  
www.lenzationstudio.com

[PORTFOLIO](#)

## CONTACT

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 122 BOLERO DR DOWNINGTOWN  
PA 19335

## SOCIAL

[LinkedIn](#)

[Instagram](#)

## SKILLS



## STRENGTHS

- creative/design thinker
- cross-functional collaborator
- passion and results driven

## LANGUAGES

- English
- Russian

## HOBBIES



## PROFILE

A creative decision-maker with a passion for bringing the brand to life in a digital world, leveraging adobe suite of products with innovating design, digital marketing, product engineering, quality assurance, and storytelling skills.

20+ years of extensive experience in designing consumer goods providing significant value to consumers and retailers like Walmart, Home Depot, LOWES, QVC & others.

## EXPERIENCE

2019 - Present

**Lenzation Studio | Downtnigtown PA** - Business Owner

An avid photographer passionate about creating lifelong memories and authentic stories that inspire

- Transforming small business owner's ideas into meaningful visual materials to reach new and existing customers
- Compelling storytelling for marketing campaigns through styled images and infographics

2013 - 2019

**QVC | West Chester PA** - Sr Quality Engineer

- Initiated and led User Testing Experience, which resulted in improved customer satisfaction experience and conversion rate of products on QVC.COM
- Formulated and executed Product Standardization processes across all product categories

2005 - 2013

**Rubbermaid | Huntersville NC** - Associate Marketing Manager

- Led a cross-functional team responsible for packaging, product development, and creative projects for a portfolio of ~1500+ SKU's supporting major retailers
- Responsible for entire product life cycle management involving consumer research, development, quality control, quality assurance, and delivery
- Extensive experience collaborating with global sourcing (China, Thailand, and Taiwan) matrix methodologies in developing products with quality and efficiency

## EDUCATION

**UPenn | Philadelphia PA** - **expected graduation 2023**

Full Stack Developer Bootcamp

**Bradley University | Peoria IL** - **class of 1999**

M.S. Manufacturing Engineering

**Samara State Aerospace University | Samara Russia** - **class of 1996**

B.S. Manufacturing Engineering