

NATALIA VENKATESH

PHOTOGRAPHER AND GRAPHIC DESIGNER

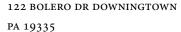


CONTACT

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WWW.LENZATIONSTUDIO.COM



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 | Downigntown 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