

NATALIE O. BARLATIER

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PROFESSIONAL SUMMARY

19 years of experience conceptualizing and designing creative, compelling visual solutions that achieve marketing objectives to enhance a firm's brand image. Proficient in InDesign, Illustrator, Adobe Photoshop and XD, and PowerPoint.

EXPERIENCE

COMMONWEALTH FINANCIAL NETWORK, Waltham, MA

Commonwealth Financial Network is an RIA-independent broker/dealer serving over 2,000 advisors with \$220 billion in total assets.

Graphic Designer/Senior Graphic Designer

October 2005 – Present

- Head designer for firm's flagship publication, the *Commonwealth Business Review (CBR)*: responsible for cover design, interior layout, and visual treatment.
- Redesigned *CBR* after company's rebranding to reflect a more modern, visually appealing approach, as well as adapt publication to a digital format.
- Responsible for designing an array of other digital and print collateral, including ads, white papers, case studies, conference microsites, brochures, postcards, and social media posts.
- Proven ability to translate complex, often technical information into simple, visually engaging and easily understandable designs.
- Trained in Agile marketing principles, project management software, and CMS platforms.

GILL FISHMAN, Cambridge, MA

Graphic Designer

June 2004 – August

2005

- Designed a range of print media, including brochures, catalogues, postcards, flyers, posters, and display booths.
- Responsible for full project execution, from initial design concepts to completion, including estimating job budget, working with production staff, interacting with clients, and working under tight deadlines.

ALEXANDER ISLEY, Redding, CT

Design Intern

May 2003 – August 2003

- Developed web design for Stone Barns Center for Food and Agriculture.
- Collaborated with creative director and senior designers on multiple projects.
- Prepared comps and presentation materials for client meetings.

- Researched photo options and developed initial design concepts.

EDUCATION

Northeastern University, Boston, MA

Bachelor of Science, Media Arts and Design

Concentration in Graphic Design

Graduated Cum Laude – 3.6 GPA