

NAOMI COLIN

DIGITAL MEDIA ART STUDENT

Passionate, innovative, and self-motivated digital media art student at San Jose State University, blending creativity with technical prowess to craft visually stunning experiences. Eager to continue developing my skills and build a career contributing a fresh perspective and the persistence necessary for success. I aim to create a distinctive mark in the digital landscape.

Demonstrates a keen eye for graphic and motion design, a passion for sustainable merchandising, and a proactive approach to learning about emerging technologies. Proficient in Adobe Suite, Blender, Unity, Figma, Javascript/HTML, p5.js, Python, and social media marketing. Fluent in both Spanish and English.

EDUCATION

San José State University

2021- 2024

BFA Digital Media Art
> Dean's List 4.0 average

WORK EXPERIENCE

VISUAL MERCHANDISING MANAGER

2018 - 2022

Williams Sonoma

- Ensured that merchandising and displays were visually compelling and drove increased sales.
- Continually sought out inspiration, trends, and ways to elevate product placement.
- Modeled personal accountability, built operations excellence, and drove sales up to more than 110%
- Successfully managed a visual merchandising team of two, handling all aspects of the look and feel of the store.

>> Western Region Q3 Impact Award | January 2019
For being a leader in visual excellence and execution.

>> Catch the Spirit Award | 2019, 2020 and 2021
Voted employee of the month for leading in sales and merchandising.

GRAPHIC DESIGNER

2016 - 2017

Sparq Marketing

- Managed social media platforms and initiatives for five local Bay Area businesses.
- Developed brand awareness via social media posts and videos, resulting in increased knowledge of the business's services
- Designed all marketing materials and managed social media for Oakland's Gay Men Chorus, which led to sold-out shows in the first contracted year
- Designed print collateral for Napa Valley's Bel Aire Plaza and helped reach the local community with holiday events.

>> continued

GRAPHIC DESIGNER

2015 - 2017

iBar Threading

- Branded and executed all marketing designs, newsletters, social media, and in-store branding materials.
- Initiated an iBar Threading YouTube channel where I created and uploaded short clips on services offered that have gained over 10,000+ views
- Developed a weekly email newsletter to over 200,000 subscribers bringing in over \$2,000+ in revenue monthly.
- Managed marketing campaigns, like Facebook Ads, Google Ad Words, and Yelp Ads, boosting site traffic.
- Designed and executed a new business concept for iBar called iBar Express, an airstream truck, offering services like eyebrow threading and tinting, in over 4 cities located in the Peninsula bay.

VISUAL MERCHANDISING MANAGER

2014 - 2015

UNIQLO

Duties included prop, lighting, and vinyl installations.

- Created visually appealing and brand-appropriate displays to drive sell-through and react to the needs of 2 UNIQLO locations.
- Provided solutions to store-specific Visual & Merchandising challenges using Brand Standards & Corporate Visual guidelines to maintain brand integrity
- Provided customers and employees with product knowledge like Airsim and Heat Tech technologies created by UNIQLO.

OTHER INTERESTS

- > Photography, creating and editing video.
- > Passionate about learning new technologies.
- > Promoting sustainability within my community.
- > Nature enthusiast with an interest in plants and the environment