

# NATALIE ROSE AMEND

## PROFILE

Designer & developer passionate  
about visual storytelling &  
user advocacy

## EDUCATION

University of Wisconsin - Madison  
B.A. Strategic Communication  
September 2011 to May 2015 | 3.5 GPA

## SKILLS

Photoshop | InDesign | Illustrator  
HTML | CSS | JavaScript | jQuery  
Sass | Bootstrap | d3 | Sublime Text  
Google Analytics | Exact Target  
Wordpress | Drupal | Magento  
Word | Excel | PowerPoint

## INTERESTS

Web design | Responsive design  
Graphic design | Typography  
UI/UX design | Email development  
Digital marketing | Content strategy

## CONTACT

331.425.0413  
natalieroseamend@gmail.com  
natalieamend.github.io

## EXPERIENCE

### FREELANCE JUNIOR DESIGNER | IRIS WORLDWIDE

August 2015 to present | Chicago, IL

- Execute print and digital design work, spanning brochures to emails to UX design
- Work with account and strategy departments to plan, develop and execute designs that meet business objectives
- Participate in brainstorming and pitching sessions for current and new business
- Clients include HP, Aon Hewitt and SAP

### EDITORIAL ASSISTANT | *BEST AMERICAN INFOGRAPHICS*

September 2015 to present | Remote

- Assist editor with researching, curating and tracking submissions
- Prepare image submissions and content for print
- Organize communication between finalists and editorial staff
- Execute any administrative tasks needed in the publication cycle
- *Best American Infographics* is an annual anthology showcasing the country's best infographics and emphasizing the influence of them in today's news landscape

### DIGITAL DESIGN INTERN | WILSON SPORTING GOODS

June 2015 to August 2015 | Chicago, IL

- Designed and hand-coded emails using Photoshop, HTML and Exact Target
- Designed e-commerce graphics for website using Adobe Creative Suite for Wilson and sister brands DeMarini and Louisville Slugger
- Assisted with website upkeep and optimization
- Assisted with upcoming website redesign
- Worked with Creative Services to gather and catalog assets for new website

### WEB COMMUNICATION SPECIALIST | UW LAW SCHOOL

June 2013 to May 2015 | Madison, WI

- Edited website using HTML and CSS on multiple content management systems
- Designed print and digital deliverables using InDesign, Illustrator and Photoshop
- Designed student organization and journal websites using Wordpress
- Assisted Director of Communication with competitive analyses and archives

### EDITOR-IN-CHIEF | *CURB MAGAZINE*

September to December 2014 | Madison, WI

- Assigned and edited print, graphic and multimedia stories
- Oversaw development and execution of print, online and mobile versions
- Oversaw editorial, business, design and online departments
- Curb received the national Best Student Magazine award from the Society of Professional Journalists under my leadership