

# NATHANIEL LOWE

graphic designer | community builder | visual connector | multidimensional storyteller

## CONTACT

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thenathaniellowe.com

## EXPERTISE

### Software



HTML ●●●●●

CSS ●●●●●

JS (jQuery) ●●●●●

Email Marketing ●●●●●

### Professional

strong, illustrative communication skills through any medium

empathetic design philosophy built on human experiences

collaborative work style and emphasis on team success

## EXPERIENCE

### Motion Graphics Artist The Daily Californian

2018

- produced and published weekly social media animation projects
- taught design team After Effects and general animation practices
- led weekly project brainstorming

### Marketing & Design Intern Marvin Gardens Real Estate

2016

- consulted on social media to engage new client acquisition
- created and executed client's brand and website optimization
- managed clients on host CRM

### Graphic Design Assistant UC Berkeley

2017

- designed print and digital collateral for a variety of University clients
- directed communications between clients and design supervisors

### Marketing Intern Del Taco, Inc.

2016

- performed SWOT analysis to assess quarterly performance and competitors' advantages
- modernized and managed social media strategy

## LEADERSHIP

### Marketing Lead AACF United

2018

- strategized marketing campaign for 500+ member, intercollegiate conference
- managed relations between marketing team and 17 chapters
- led weekly strategy meetings

### Marketing Advisor The Berkeley Project

2018

- redesigned logo, merchandise, and brand identity
- trained rising leadership in design practices to maintain brand integrity
- created advertisement collateral for social media outlets

## ACADEMIC BACKGROUND

### UC Berkeley

Statistics

&

Media Studies

Current GPA: 3.86

## ACHIEVEMENTS

- lectured on motion graphics at HEX design conference, Berkeley
- featured designer portfolio on Share Creators
- employee of the month for Buffalo Exchange