

NATHANIEL LOWE

graphic designer | community builder | visual connector | multidimensional storyteller

CONTACT

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(510) 747 2929

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