



nathaly flynn

Graphic Designer

Dover, MA

English, Spanish

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EDUCATION ▾

CE Web Design Course @ MASSART

JUN 2011 – AUG 2011 | BOSTON, MA

CSS, HTML, Blueprint, Dreamweaver CS5.

BA in Graphic Design @ ITSON

AUG 2004 – JUL 2008 | MEXICO

+ Graphic Design Alumni Society 2006.

SKILLS ▾

branding art direction web design

responsive design infographics b2b b2c

data visualization social channels collateral

print wix digital marketing ppt

email design annual reports photo edition

enhanced content indesign photoshop

illustrator multicultural highly organized



*References available upon request.

OVERVIEW ▾

I'm a graphic designer with 12+ years experience in branding, art direction and web design. I started my career working in busy environments and wearing "different hats", which gave me the opportunity to develop broader skills, like being highly organized, proactive and resourceful.

I'm passionate about design and I try to make it part of my lifestyle – both from an aesthetic and functionality standpoint, as I believe they should go hand in hand.

EXPERIENCE ▾

Freelance Graphic Designer

FEB 2020 – PRESENT | REMOTELY

Develop brand and collateral materials for PERKS™ Conventions with the goal of establishing brand recognition and providing a cohesive experience for exhibitors and attendees both in-person and online. Organize data, and design annual reports and infographics for start-ups using methodologies such as data organization to translating heavy content into easy-to-read and visually effective messages. Create Enhanced Content elements for the Aveeno brand to support a line of products and their brand core values on digital platforms like Amazon, Target and Walmart.com.

Graphic Design Manager @ Blueport Commerce

JAN 2015 – FEB 2020 | BOSTON, MA

Maintain the Blueport brand and ensure it is consistent across all marketing channels. Support marketing efforts across Blueport's base furniture e-commerce retailers and Blueport's B2B tactics. Design pieces for all marketing channels, such as: email, social, online ads, collateral and website.

Art Director @ Pólvora Advertising

MAR 2012 – DEC 2014 | BOSTON, MA

Lead the design team and collaborate with copywriters, junior designers, photographers, production team and creative director to develop advertising campaigns for the Hispanic and US markets.

Graphic Designer @ Bauzá & Associates

SEP 2009 – FEB 2012 | BOSTON, MA

Design of comprehensive marketing campaigns for regional clients leading the US Hispanic market. Work with senior designers to develop visual materials for print, social, TV, digital and mobile platforms.