



# Natalie Hatter art director

- + B.A. General Design Studies: emphasis in graphic design and multimedia
- + 10+ years expertise: ads, brand, collateral, packaging, P.O.S., web, signage
- + Adobe CS4 Suite, Quark, HTML, CSS, Word, Powerpoint
- = Seasoned creative professional with exceptional conceptual, management, organizational and communication skills.

Bachelor of Arts,  
General Design  
Studies

Emphasis in  
Graphic Design,  
Illustration and  
Multimedia

San Jose State  
University



## Art Director

Aquent Creative Staffing Agency

assignment: Biotage 11/10 - 01/12  
(contract assignment)

Temporary assignment tasked with developing entire family of product brochures, packaging, compete web interface overhaul and SEO optimization, photography and styling, project management and organize Marcom's digital assets. Develop brand standards guide.

## Creative Services Manager

Aquent Creative Staffing Agency

assignment: GE Capital 04/10 - 07/10  
(temporary)

Develop concepts and visuals for GE Capital email campaigns, web pages, newsletters, print ads, and various internal and external communications materials keeping a close eye on brand compliance.

## Sr. Graphic Designer

Aquent Creative Staffing Agency

assignment:  
The Design Office 12/07 - 05/08  
(temporary)

Concept and design of various Aetna direct mail, brochures, web landing pages and online ads. Web site GUI design for St. Rose Hospital.

## Sr. Graphic Designer

Walcott-Ayers Group

Emeryville, CA 02/05 - 10/06

Work closely with design and marketing teams on all aspects of design projects from concept to production of POS, packaging, identity, print ads, press kits, brochures, direct mail, trade show exhibits, and web sites.

## Freelance Art Director / Graphic Designer

Design Diva Creations

USA | Europe 10/96 - Present

Direction, design, and development of corporate identity, print ads, brochures, direct mail, trade show exhibits, packaging and web sites. Conduct all phases of client projects from interviews and concept building to design and implementation. Manage subcontractors as needed. Interface with print and web service vendors.

704.458.5679

natalie@  
designdiva.com

