

Natalie Greenberg

BRAND & COMMUNICATION DESIGNER

Innovative and strategic designer with expertise in branding, visual communication, and document design. Adept at developing high-impact marketing materials, standardizing design infrastructure, and enhancing brand consistency across multiple platforms. Proven success in streamlining processes, improving efficiency, and driving engagement through polished, strategic design solutions.

EXPERIENCE

Creative Director & Brand Consultant, Owner

Copperhead Design Ltd. (Freelance) | 2024 – Present

- **Experiential Marketing Installations:** Designed and fabricated large-scale experiential marketing installations for activations at Coachella, Lollapalooza, Portola, and When We Were Young, overseeing concept through execution and coordinating with builders, prop fabricators, and print vendors to ensure polished, on-brand results.
- **Merchandise Design:** Developed and illustrated a merchandise line for Burn-Down, a leading Denver bar. Led creative strategy and concept development, producing two original brand illustrations, refined brand assets, and delivering three apparel designs and a custom wine label selected for production.
- **Event and Brand Consulting:** Partnered with freelance marketing and web teams to build brand assets and a marketing plan for a seasonal event pop-up, providing art direction, environmental design input, and strategic recommendations for future iterations.
- **Model Fabrication for Nissan:** Collaborated on a multidisciplinary team creating functional scale RC cars for a Nissan event, handling precision model-making and assembly to ensure design accuracy and professional presentation.

Lead Designer

NINE dot ARTS | 2022 - 2024

- **Proposal Infrastructure Standardization:** Developed a polished, fast proposal-building system by designing 26 informational brand pages and over 80 project profiles into proposal software, resulting in the production of over 250 proposals in the first year and five industry-standard capabilities decks.
- **State of the Art Report 2023:** Designed a high-end, refined, and visually compelling research document that led to hundreds of downloads and was referenced in the Urban Land Institute's 10 Best Practices for Creative Placemaking.
- **Community Art Plans (CAPs):** Created visual frameworks and branding standards for large-scale community art plans (40-100 pages), developing custom maps, strategic planning graphics, and formatting tools for cities and institutions such as Denver International Airport, the City of Broomfield, the City of Sunrise, FL, and FEMA Region 8.
- **Project Photo/Video Guidelines:** Established contract language, shot lists, and instructions for photographers nationwide, leading to professional-quality images that impressed clients and resulted in licensing purchases. Senior photographers praised the clarity and effectiveness of the documentation.

CONTACT

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ngreenbergdesign.com

EDUCATION

Industrial Design | 2016

Metropolitan State University
of Denver
Denver, CO

Industrial Design Studies

Emily Carr University
Vancouver, BC

SKILL

Professional Skill

- Brand Identity
- Logo Development
- Proposal Design
- Marketing Collateral Design
- Document Standardization
- Visual Storytelling
- Layout Design
- Information Design
- Art Direction
- Photography Guidelines
- Strategic Design
- Project Management & Cross-functional Collaboration
- Web & Social Media Graphics

Technical Skill

- Adobe Suite (InDesign, Photoshop, Illustrator, Bridge)
- Microsoft Suite (Word, Excel, PowerPoint)
- Google Suite (Docs, Sheets, Slides)
- Hubspot
- Wordpress
- Asana

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EXPERIENCE (CONTINUED)

Communication Designer

NINE dot ARTS | 2019 - 2022

- **Logo Redesign:** Modernized the company logo for improved legibility, balance, and brand alignment, enabling its use across various media and event sponsorships.
- **Visual Brand Guidelines:** Developed and later refined brand standards, setting the visual foundation for the company's aesthetic and ensuring consistent application across all materials.
- **Standardized Company Documents:** Designed templates for internal and client-facing materials, including Word documents, PowerPoint decks, project roadmaps, and collection summaries, ensuring all deliverables remained cohesive and professional.
- **Webinar & Podcast Branding:** Created branding assets for a webinar series and podcast, supporting visual continuity and promotional efforts. The podcast's viewership nearly tripled in a year.

Studio Assistant

NINE dot ARTS | 2018 - 2019

- **Collection Summary Document:** Assisted in the creation of the company's first collection summary document, improving upon initial concepts and delivering a professional-grade design. This successful project was instrumental in the development of the Communication Design position within NINE dot ARTS.

Product Technician | Assistant to the Owner

Animal Handmade | 2016 - Present

- **Wholesale Line Sheet Design:** Developed a comprehensive line sheet featuring product images, pricing, and branding, which remained in use for three years.
- **Technical Package Documentation:** Created a 25-page production manual covering seven standard products with step-by-step instructions, supporting the training of five employees and serving as an ongoing reference.
- **Product Refinement:** Collaborated on product development, providing insights on usability, functionality, and aesthetics to improve quality and end-user experience.

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CERTIFICATIONS

Foundations of User Experience (UX) Design | Google
Issued Aug 2023

AWARDS & RECOGNITION

Urban Land Institute Citation for the 2023 State of the Art Report

Recognition from Senior Photographers for Excellence in Photography Guidelines

Key Contributor to the Development of the Communication Design Position at NINE dot ARTS