

NATALIE PEREZ

EDUCATION

TRINITY UNIVERSITY

BACHELOR OF ARTS IN

COMMUNICATION

MINORS IN NEW MEDIA

AND MANAGEMENT

- Cum Laude
- Dean's List
- SCAC All-Academic Team
- Robert O. Blanchard Award for Academic Excellence

SKILLS

PHOTOSHOP

INDESIGN

ILLUSTRATOR

IN COPY

HTML, CSS, JAVA

PTC CREO PARAMETRIC



LEADERSHIP

TRINITY VARSITY VOLLEYBALL

TRINITY VARSITY TRACK

GAMMA SIGMA ALPHA

NATIONAL HONOR SOCIETY

CONTACT

DALLAS, TX

(210) 843 4368

NATCPEREZ@GMAIL.COM

NATALIECPEREZ.COM

EXPERIENCE

AMERICAN AIRLINES

JUNE 2019 - PRESENT

DESIGNER, DIGITAL COMMUNICATIONS

- Design and publish news content and company communications across internal and external digital channels
- Ideate and design collateral and campaigns to support internal communications and initiatives
- Serve as the lead UX/UI designer for a global, company-wide, native mobile application

PACE COMMUNICATIONS

JUNE 2017 - JUNE 2019

DESIGNER (SOUTHWEST THE MAGAZINE AND GOLD'S GYM)

- Art direct and design layout of features, editorial pages, and Southwest branded pages, showcasing travel and entertainment content
- Manage and commission photography and illustrations
- Manage the publication of *southwestmag.com* on WordPress
- Art direct and ideate Gold's Gym blog content
- Develop editorial content calendars for the Gold's Gym blog
- Creative versioning and messaging for Gold's AMP promotion
- Build all content for web through Gold's CMS on Wordpress

JUNIOR DESIGNER

- Directed and designed 2-4 monthly Special Advertising Sections
- Redesigned Special Ad Sections
- Created and revitalized sales collateral (sales sheets, presentations, and the media kit) to equip sales reps for an enhanced client facing experience
- Initiated and completed the redesign and migration of *southwestmag.com* from Atavist to Wordpress

OPENSTATSLAB

AUG 2016 - JAN 2017

WEB DESIGNER

- Designed the website's logo
- Developed the website, from conceptualization to implementation, which is used nationally to teach introductory statistics

REAL SIMPLE MAGAZINE; ASME

MAY 2016 - AUG 2016

EDITORIAL INTERN

- Selected as one of 28 rising college seniors to participate in the American Society of Magazine Editor's internship program
- Wrote articles for web and contributed to social media content
- Organized and managed the 2016 Holiday Gift Guide
- Assisted in developing future stories for print and producing photo shoots

SAN ANTONIO CURRENT

DEC 2014 - MAY 2015

EDITORIAL AND SOCIAL MEDIA INTERN

- Wrote four articles, including clips for print editions as well as for the magazine's online blog
- Managed and wrote event descriptions for the the event calendar
- Fact checked articles for publishing