

# NATALIE POPPER

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## EXPERIENCE

### **Associate Graphic Designer - LA Kings - Los Angeles** Dec. 2023 - Present

- Designed and developed graphics for LA Kings social media, in-arena advertising, digital marketing and print media.
- Implemented the LA Kings 2024 rebrand through internal logo redesigns and graphics update across all platforms
- Advanced the LA Kings style guide through creative research, exploration, and ideation.
- Collaborated with fellow designers to develop creative solutions and strengthen designs.

### **Junior Creative Director - Buzzhive Creative - Los Angeles** Jan. 2023 - July 2023

*Buzzhive Creative is a design agency focused on event design/production for other organizations.*

- Designed and developed immersive experiences and interactive sets for LA Kings, Panda Express, and the LA Rams.
- Creative ideation on event inspiration, visual storytelling, graphic style, and conceptualization.
- Collaborated with production team on how to logistically bring concepts to fruition.
- Prepressed graphics needed for each event accompanied through problem solving skills.

### **Junior Graphic Designer - X-Igent Printing - Los Angeles** Sept. 2022 - Jan 2023

- Created various graphics and design layouts for X-Igent clientele through the Adobe Suite.
- Formatted and prepressed design files for mass production & print.
- Managed and created content for X-Igent social media.
- Presented weekly social media updates to senior staff as well as planned and proposed social media engagement strategies & campaigns to the marketing team.

### **Design Intern - Sparrow**

**Jan. - Sept. 2022**

*Sparrow is startup golf AI app*

- Researched trends for social media campaigns for Instagram, Facebook, Tiktok, etc.
- Created newsletter, social media posts, videos, gifs, and graphics to promote the Sparrow app.

### **Illustration Intern - Nonviolence International New York**

**Summer 2021**

*NVINY is a non-governmental organization affiliated with the United Nations*

- Created illustrative designs for Nonviolence apparel, merchandise, and website.

## EDUCATION

### **School of Visual Arts - New York, NY - BFA Illustration**

**May 2022**

## SKILLS

Photoshop  
Adobe Illustrator

Indesign  
Premiere Pro

Adobe Acrobat  
Figma

GIF Animation  
Typography