

PHONE: 1(530)383-6805

EMAIL: nai.nostrebor101@gmail.com

LOCATION: 121 Hogan Ct 4 Walnut Creek CA, 94598



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PORTFOLIO LINKS



My Portfolio
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TOOLS

- Figma
- Photoshop
- InDesign
- Invision
- Illustrator
- Sketch
- Premiere Pro
- After Effects
- Adobe Creative Suite
- WordPress
- Webflow
- ChatGPT
- Gemini
- Asana
- Jira
- Trello
- Slack

CORE CAPABILITIES

- UI/UX
- Prototyping
- Video Editing
- Icons
- Logos
- Marketing
- Websites
- HTML
- CSS
- Illustrations
- A/B Testing
- Emails
- Motion
- App Design
- Print Design
- MGFX
- Web
- Banners
- Social Media
- Events
- Slide Decks
- Merch
- Landing Page
- Performance Marketing
- Website Design
- UI/UX Design
- AI Design Tools

EXPERIENCE

AUG 2024 - PRESENT

BAY ALARM MEDICAL - SENIOR FREELANCE DESIGNER

- Led a ground-up rebrand spanning visual identity, website, mobile app, packaging, print, email, social, and video, creating one cohesive system across acquisition, product, and customer communications.
- Supported a six-month growth period in which daily sales rose from about 60 to 100-110, an increase of roughly 67%-83%, as the redesigned brand, website, and marketing system rolled out.
- Created the caregiver video series and supporting channel creative as YouTube subscribers grew from fewer than 1,000 to about 7,000 in seven months.
- Redesigned the consumer website for older-adult readability, responsive behavior, clearer product discovery, stronger conversion paths, and improved search visibility.
- Partnered with internal and external developers to redesign the Bay Alarm Mobile App and customer profile dashboard, translating UX concepts into cohesive, implementation-ready interfaces.
- Own all day-to-day design decisions as the company's lead designer, delivering sales collateral, campaign creative, product pages, event graphics, photography direction, and video editing.

FEB 2025 - JAN 2026

HINGE HEALTH - SENIOR CONTRACT DESIGNER (through AQUENT STUDIOS)

- Produced high-volume, production-ready marketing and communication assets across digital, print, email, social, and internal channels under fast-turn timelines.
- Translated complex health concepts into clear, accessible visual systems, infographics, icons, templates, and campaign layouts for a broad healthcare audience.
- Maintained and evolved brand consistency across concurrent campaigns while delivering polished Figma, Illustrator, and InDesign files with close attention to detail.
- Partnered with copywriters, project managers, and marketers to clarify briefs, refine concepts, and keep execution aligned across stakeholders.

May 2024 - JAN 2025

AMAZON - CONTRACT ART DIRECTOR (through RUN STUDIOS)

- Designed and optimized Alexa mobile app modules, banners, rich push notifications, and product content to promote Echo accessories and drive incremental product discovery.
- Used A/B test results and user behavior data to identify stronger creative directions, contributing to higher click-through rates.
- Delivered high-volume photo retouching and production design while maintaining Amazon's visual and interaction standards.

OCT 2021 - JAN 2022

SALTED STONE - TEMP CONTRACT DESIGNER

- Designed high-fidelity Figma comps for client web pages, landing pages, email templates, marketing assets, and branded illustrations across multiple visual systems.
- Converted complex product and biotech information into clear illustrations, infographics, and slide decks that improved customer and stakeholder comprehension.
- Managed requests from diverse client teams and delivered polished, on-brand work across web, marketing, and presentation design.

MAY 2020 - JUL 2023

PANDORA/SIRIUSXM - VISUAL DESIGNER

- Directed visual design for the 2022 Home for the Holidays campaign and seasonal channel system, aligning the design team around shared brand standards and launch assets.
- Conceptualized and produced weekly animated Times Square placements spanning a full city block, plus campaign creative for Pandora Live events featuring Joe Jonas, Doja Cat, AJR, Brittany Howard, Ed Sheeran, and others.
- Improved click-through rates on direct-response, in-app, and Google display creative through structured A/B testing and ongoing optimization.
- Produced station tiles and in-app assets across Pandora and SiriusXM, balancing fast production with platform consistency.

JAN 2018 - JAN 2020

GIVING ASSISTANT - GRAPHIC DESIGNER

- Served as the sole marketing designer, owning creative execution across campaigns, media kits, company metrics, partner programs, infographics, landing pages, and social content.
- Partnered with the lead product designer on a full website rebrand and redesign, improving navigation, promotional layouts, ad placements, and the blog experience.
- Built a reusable email template that made campaign creation faster and easier for the marketing team.
- Directed a junior contract designer and maintained design quality across collaborations with numerous partner brands

JUL 2017 - OCT 2017

FINAL INC. - GRAPHIC DESIGN INTERN (SUMMER INTERNSHIP)

- Served as the team's sole graphic designer, owning creative production for customer-acquisition campaigns focused on increasing credit-card sign-ups.
- Extended the company's visual identity across social media, website banners, blog content, physical credit-card designs and branded merchandise, maintaining consistency across customer touchpoints.
- Pitched campaign concepts to the marketing team and translated business objectives and stakeholder feedback into final creative designed to strengthen brand awareness and engagement.