



# Natalie Warner

Senior Art Director + UI Designer

natalieisadesigner.com  
password: Natalie2026  
natalieisadesigner@gmail.com  
314.683.6606

## Summary

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I craft **impactful digital user experiences**, leveraging over a decade of marketing and advertising expertise to ensure every solution is both **aesthetically compelling and strategically functional** for clients and users alike. As an experienced UI Designer, I successfully **lead major web initiatives** by blending advanced creative execution with meticulous attention to detail and **strong strategic vision**, excelling at securing **cross-functional alignment** and maintaining efficient workflows.

## Skills

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**Tools & Technical Expertise:** Figma, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD), AI Tools for design concepts including: Google Gemini, Adobe Firefly, etc., Microsoft Office Suite

**Design & Strategy:** UI/UX Design & Strategy, Design Thinking, Concept Creation & Visual Storytelling, Identity & Branding, Information Architecture, Wireframing & Prototyping, User-Centered Design, User Flows, Journey Mapping, Accessibility Standard Compliance, Design System Management

**Leadership & Collaboration:** High Attention to Detail, Agile Delivery & Fast Execution, Organizational Skills, Empathy, Team Leadership & Mentorship, Strategic Alignment & Goal Unification, Cross-Functional Communication & Collaboration, Process Improvement, Stakeholder Presentation, Workload Assessment, Deadline Management

## Experience

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**New Honor Society – an FCB/BBDO Company** | 3 yrs 7 mos

*Senior Art Director (Jul 2024 – Present)*

*Art Director (Sept 2023 – Jul 2024)*

- Led UI/UX strategy and major website launch for category-leading B2C client, delivering high-quality, brand-aligned visual solutions through advanced execution, AI conceptual utilization, and expertise in hierarchy/layout.
- Drove project success by securing strategic team alignment, proactively addressing process gaps, and providing actionable design critique to elevate the overall aesthetic output of the team.
- Consistently managed multiple high-priority projects with tight deadlines, demonstrating exceptional organizational skills, attention to detail, and proficiency in art direction.

**Self-employed** | 1+ years

*Freelance Art Director & Graphic Designer (Oct 2021 – present)*

- Designed and executed creative projects across a wide range of media, providing effective visual communication that compels viewers to act.

**MediaCross** | 6 yrs 4 mos

*Art Director (Jan 2018 – Oct 2021)*

*Graphic Designer (Jan 2017 – Dec 2017)*

*Freelance Graphic Designer (Jul 2015 – Dec 2016)*

- Lead designer on multiple microsites, landing pages, and other digital experiences including Saint Louis University's digital viewbook.
- Responsible for concepting, designing, and coordinating printing for various projects including viewbooks, brochures, admissions publications, digital ads, email templates, self-mailers, and logos.
- Executed design and printing coordination for a variety of admissions publications and marketing materials for university and organizational clients.
- Managed design work for clients including Saint Louis University, Harris-Stowe State University, Winona State University, Military Sealift Command, Park University, and Maryville University.

**Self-employed** | 2 yrs 8 mos

*Freelance Graphic Designer (Jun 2014 – Jan 2017)*

- Executed design work of all kinds, including logos and branding, promotional materials, flyers, digital ads, annual reports, illustrations, and social media graphics for various clients such as Solea Water, Northwest Coffee, Jackson Pianos, and more.

## Education

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**Webster University** | 2014

*Bachelors of Fine Arts*

*Graphic Design Emphasis*