



NATASHA NIELSEN

GRAPHIC DESIGNER

Email Marketing Design | Visual Merchandising | E-commerce

CONTACT & PORTFOLIO



(714) 900-6685



natasha.nielsen93@gmail.com



natasha-nielsen.com

password: portfolio

EDUCATION

**Bachelor's Degree (BA) in Studio Art,
Graphic Design Emphasis**

2014 - 2017

California State University Long Beach
Long Beach, CA

**Associate of Arts,
Minor in Digital Media**

2012 - 2014

Orange Coast College
Costa Mesa, CA

High School Diploma

2007 - 2011

Fountain Valley High School
Fountain Valley, CA

SKILLS

Advanced: Photoshop, Illustrator, XD,
InDesign, After Effects, Video Editing,
Powerpoint, Microsoft Word

Working knowledge: Lightroom,
Figma, Klaviyo, Excel and Photography

A LITTLE ABOUT ME

Hi, nice to meet you! I'm a **senior graphic designer** who specializes in digital design such as email marketing, e-commerce, as well as visual merchandising. I am always seeking to improve myself and enjoy working with others who share the same creative passion!

WORK EXPERIENCE

**2024-
Present**

PHYSICIANS FORMULA

SENIOR GRAPHIC DESIGNER; FULL-TIME

- Specialized in digital and retail marketing, creating cohesive visual assets across email, social media, e-commerce, and in-store experiences
- Re-designed email templates to improve brand consistency across email platforms and streamline workflow between designers
- Created multiple on-the-counter displays and assets to be used in stores
- Designed Amazon A+ content and PDP graphics to support e-commerce product pages
- Developed influencer PR materials and assisted with social video edits for digital campaigns

**2022-
2023**

HOURLASS COSMETICS

GRAPHIC DESIGNER; FULL-TIME

- Designed digital marketing assets for multiple channels including email, SMS, TikTok, and Instagram (feed and stories)
- Created animated graphics (GIFs) and edited short-form video content for Instagram Stories
- Resized and adapted e-commerce assets while designing product pages and supporting page graphics for new product launches
- Designed service menus for events and influencer insert cards for upcoming product launches
- Produced paid media and search marketing graphics to support digital advertising

**2019 -
2022**

BESPOKE BEAUTY BRANDS

GRAPHIC DESIGNER; FULL-TIME

- Designed packaging for multiple brands under Bespoke Beauty Brands (KimChi Chic Beauty, Jason Wu Beauty) including creating dielines when vendor files were not provided
- Developed email marketing campaigns using Klaviyo, along with social media assets for Instagram (Stories and Feed) and SMS marketing
- Designed many web banners and digital marketing assets for the brands under BBB
- Retouched product and model photography using Adobe Lightroom
- Created display artwork and mockups for trade shows and bullnoses for Target
- Designed card inserts for upcoming product launches

**2018 -
2019**

MOBOVIDA LLC

JUNIOR GRAPHIC DESIGNER; FULL-TIME

- Designed social media graphics for platforms including Amazon, Facebook, Instagram, Snapchat, and Pinterest
- Created the company's product catalog featuring product highlights and promotional offers
- Designed landing pages and homepage banners to support product launches and promotional campaigns
- Assisted with interface design and created mockups for digital user experiences
- Retouched product imagery for e-commerce use
- Produced email marketing graphics

2016

MONDOTUNES

JUNIOR GRAPHIC DESIGNER; INTERNSHIP

- Designed graphics for Instagram feed and stories
- Created Powerpoint presentations for the companies brand
- Designed Facebook cover photos for upcoming, aspiring musicians