

# Natalie Campbell

Visual & Service Designer

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Austin, TX

## EDUCATION

### University of Texas at Austin

Austin TX

BFA Design - Graduated May 2017

### Carnegie Mellon University

Pittsburgh, PA

BFA Industrial Design - 2011-2012

Transferred to UT 2013

## CERTIFICATIONS

IDEO U - Human-Centered Service Design, 2020. *Project used in future courses*

School of Motion Design

Introduction to After Effects, 2019

General Assembly

Part Time UX Course, Summer 2018

## SKILLS

Service Design

Sketching & Illustration

Systems Thinking & Design

Design Research

UX/UI Design

Photography & Digital Editing

Adobe Suite

Wayfinding & Interiors

## INTERESTS

Behavior Design

Sustainability

Biomimicry

Design History

## AWARDS

College of Fine Arts Doty Society

Scholarship - Awarded to design

students who are making satisfactory

progress towards their degree

## GALLERY SHOWINGS

East Austin Studio Tour 2019

## EXPERIENCE

### Visual Designer\* - The Design Institute for Health

January 2017-June 2017 (Internship), June 2017-Present (Full-time)

\*Since mid-2019, my role has expanded in capability from Visual Design into Service Design and Second-Chair Researcher; I work across the entirety of the design process. The work requires system-level work and system thinking across health systems. As the sole Visual Designer, I support projects through interpretation of visual communication needs, alignment with complementary content, and development of visual assets (print & digital). I collaborate with Directors, Designers and Researchers on projects, taking a lead role in developing the visual content strategy, to communicate insights, opportunities, and outcomes in an inspiring and effective way, and in line with mastery of the design process. Additionally, I support and create assets for the Institute's brand. Includes occasional intern management.

### Visual Design Intern - Indeed

June 2016 - August 2016 • Austin, TX

Summer visual design intern on the Creative Team within the Marketing Department. Created and presented comps for internal projects (print and digital), production tasks, participating in Team brainstorming sessions.

### Interaction & Visual Designer - wkrm design

Sept 2015 - May 2016 • Austin, TX • wkrmdesign.com

Designer, founding member, and photographer of the wkrm design agency.

- UX designer: on the web team, we created wkrm AI & website
- Industrial design: (3-person team) designed & built the Southx wkrmpop cart and (2-person team) designed a product for selling during SXSW
- Branding: (4-person team) visual identity & campaign for TCHMB

### Co-founder / Head Designer - Breakdown Music Press

May 2012 - November 2014 • Pittsburgh, PA & Austin, TX

Music publication (editorial, print, and web). Traveled, interviewed, and documented musicians. Responsibilities: branding, page layout, photography, web content, social media management, staff management, networking, and writing.

### Freelance - Art, Design, & Photography 2011 - Present

Commission work for clientele. Projects include but aren't limited to: Art (commissioned paintings/drawings), design (marketing, branding, web, for local companies), photography (event, promotional, music: live, tour).

## ACTIVITIES

- AIGA Austin - Member 2019-Present
- Teaching Assistant & Guest Critic- School of Design, UT 2018-Present
- Fresh2Design - Member 2017-Present
- Photographer - ORANGE Magazine, Sept 2015 - Sept 2016;
- Design Student Association (DSA) - Member at UT Austin (2014-17)