

# Natalia Bertok

## Contact

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## Art Director | Visual Communicator | Graphic + Visual Designer | Marketing + Branding Strategist

### Core Competencies

- Drives for Results
- Creativity
- Customer Service
- Branding
- Communication
- Problem Solving

### Professional Experience

#### Freelance Designer/Art Director

Natalia Bertok Creative  
January 2014 – Present

Offer graphic design and art direction support for clients in career development, cybersecurity, not-for-profit and print production industries. Address clients' needs, from brainstorming and strategy to execution of designed materials and communicate with clients to ensure visual concepts are within standard.

- Produce detailed designs specific to client requests and creative brief with flexible turnaround deadlines within 24-72 hours and a commitment to ongoing, long-term projects.
- Clients include Bridgitt Haarsgaard, La Catedral del Pueblo (The Cathedral of the People), iSecurity, iQonsulting, Manresa, Tug Life, The English Express, Mr. Photo Canvas.

#### Visual Designer

Publicis Sapient, Toronto, ON  
January – April 2020 (Contract)

Primarily supported the Cooper Tire account on the Cooper Tire Global Site Re-brand, with a Visual Design (VD) team of four. The VD team established the visual identity for the Cooper Tire Global Site Re-brand. Provided creative support across the Publicis Sapient Experience team for new business and projects.

- Created a live document of the global site re-brand design by prototyping using Figma to gather user testing research and data.
- UX/VD team developed a fully functional Design System (Atoms, Molecules, Organisms, Templates, Pages) to improve efficiency throughout project sprints and tech team development.

- For the Cooper Tire US social team, I was responsible for producing web-optimized social media posts for cross-platform posting, including motion design using Sketch, Photoshop and other creative software.
- Provided art direction for layout and imagery for Four Season EMEA email marketing monthly newsletter.

#### Adobe Training Instructor

Adobe Training Toronto, Toronto, ON  
December 2019 (Freelance)

Ongoing Adobe training for small groups to enhance the learning experience for trainees. Responsible for leading and contributing to the success of enrolled individuals as well as achieving trainees program goals.

- Provide one-on-one, Adobe creative suite training with clients tailored to their needs and skill levels.
- Training for Adobe programs specifically included: Photoshop, Illustrator, InDesign.
- Each program approach is modified to the individual/group dependent on the chosen Adobe program; one course completed through a 4-day course structure over 8 hours of instruction.

#### Junior Art Director

Narrative PR, Toronto, ON  
July – December 2018 (Contract)

Junior Art Director supported a creative team of six, providing an array of artistic direction for tier one organizations in CPG, Hospitality, Apparel and Financial industries.

- Generated original visual executions that are

both exciting and creatively attractive.

- Delivering work of the highest quality after working with team members to develop new ideas.
- Worked with the Creative Team, Account Managers and Creative Directors to establish appropriate creative directions, working with the Senior Creatives to develop new skills and insights.
- Responsible for NARRATIVE's Social Media Platforms (Instagram + Twitter) and the opportunity to work on several new business pitches, including HMD Nokia, Bumble and Etsy.
- Clients included: Bayer, Brickworks Rosé (Labatt Breweries), Cactus Club Café, Casey House, Converse, Dockers, Marriott, Nature Conservancy Canada, Nestlé, Nike Canada, Salesforce, and Scotiabank.

### **Graduate Student Research Assistant**

Florida International University, Miami, FL

September 2017 – May 2018

Served as a Graduate Assistant for the School of Journalism and Mass Communication at Florida International University – Biscayne Bay Campus.

- Assisting with the grading of homework or exams or written assignments for undergraduate communication major students, utilizing Blackboard software.
- Assisting with the development of research by completing a literature search using software such as Google Scholar to provide verified citation resources.

- Providing data entry and data management for large survey files.

### **Art Director Intern**

McCann Worldgroup MIA, Miami, FL

July – September 2017

Work directly with the Art Director, creative and accounts teams on various advertising and marketing projects as an Art Director Intern for organizations in the food, finance and aviation industries.

- Assisting with campaigns and ongoing projects that require design elements.
- Creating various assets, including logos, style guides, print and online advertising, sales materials and other graphic related assets.
- Clients worked alongside with included: Pizza Hut, LATAM Airlines, and Mastercard.

### **Design Specialist/Print Specialist – Offset**

The Printing House, Toronto, ON

October 2014 – March 2016

Provided various clients across several industries in the Toronto Entertainment District with appealing print and digital media products while following brand guidelines.

- Provided clients with graphic design artwork as well as enhancing current clients' designs.
- Consistently using workflow software and imposition tools to fulfill daily work orders.
- Clients included: Delta Hotels, MARSH, Ripley's, Strathcona and Maple Leaf Sports & Entertainment (MLSE).

## **Education**

**Master of Science in Mass Communication**, (Class of 2018), Florida International University, Miami, Florida

**Art Direction Diploma**, (Class of 2018), Miami Ad School, Miami, Florida

**Bachelor of Technology in Graphic Communications Management**, (Class of 2015), Ryerson University, Toronto, Ontario

## **Proficiencies**

- **Communications, Branding + Marketing** – Using effective verbal communications skills, branding strategy and marketing techniques for clients/projects.
- **Art Direction + Design** – Using visual language and creative techniques to present unique ideas and designs.
- **Software** – Figma, Sketch, Adobe CC Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Keynote, Microsoft Office