

# Natalie Meza

[e] archcmanus@aol.com [p] http://www.gNatMEdia.com

Over ten years experience in the field of Visual Communications. Recently completed courses in 3D Modeling, Flash Action Scripting and Video Editing. Design expertise ranges from fine arts and production through graphic and web design. Recognized by management and clients for outstanding performance. A creative, self-motivated problem-solver who works well independently or as part of a team.

## Skills

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- Creative Direction, Team Lead & Project Mgmt
- Photoshop, Illustrator, Quark, and more
- Desktop Publishing and Pre-Press
- Lightwave, Adobe Premier, Adobe After Effects
- Branding and Marketing
- HTML, JavaScript, CSS, Dreamweaver, Flash...
- B2B and B2C eCommerce Strategy
- User Interface Design
- Information Architecture
- Image Compression
- Usability and Quality Assurance
- Macintosh, PC, and Unix platforms

## Work Experience

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Self Employed, Long Beach, CA 2001 to present

### **FREELANCE GRAPHIC & WEB DESIGNER**

- Contract with customers to provide a full range of design services.

WebVision, Torrance, CA 10/96 to 01/01

### **CREATIVE DIRECTOR**

- Managed department of 6 to 8 web designers and developers. Additional responsibilities included corporate branding, project management, UI design, web/graphic design & development, usability & quality assurance, pre-sales consulting, hiring and training.
- Assisted in the preparation of pilot Intranet and Extranet sites for clients, such as **TOSHIBA**, resulting in over three years of contract business for WebVision.
- Designed and developed **award winning** web application for **TOSHIBA**, participating in client consultations to develop application blueprints.
  - Coordinated with the Database Administrator to develop architecture diagrams.
  - Developed HTML and minimal graphics, coordinating with the programming team.
- Implemented ISO 9000 compliance, developing quality control processes and procedures.

NovaQuest InfoSystems, Torrance, CA 09/96 to 10/96

### **MARKETING INTERN**

- Conceived and created graphics for marketing collateral, company website, and for clients.
- Researched and developed content for company website.
- Promoted to full-time employee and transferred to WebVision, a subsidiary company of NovaQuest.

Archaic Manuscripts, Long Beach, CA 1993 to 03/01

### **PRODUCT MANAGER / CO-OWNER**

- Managed and organized retail / wholesale mail order business.
- Developed product ideas and maintained company catalog and website.
- Performed full range of managerial duties from customer service to purchasing & accounting.

## Education & Special Training

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- AA, Studio Art. El Camino College, Torrance, CA.
- AA, Computer Graphic Design (in progress), Platt College, Cerritos, CA
- Certificated, Digital Media (3D, Video, Advanced Web). Platt College, Cerritos, CA 2002
- Seminar Completions, Web Development/Usability Testing/UI Architecture/HTML Design. WebLA 2000, Los Angeles, CA
- Seminar Completions, DHTML/JavaScript/Usability/Information Design. Web Design & Development '98, San Francisco, CA