

NATALIE HUERTAS

Design
nataliehuertas@gmail.com
414.232.2516
nataliehuertas.com

Education

Georgia Institute of Technology

MS Digital Media, Spring 2023

UW-Stout

BFA Industrial Design Class of 2017

Experience

Creative Consultant

Natalie Huertas, Freelance | 2015 - Present

- Design: Partners with clients to visualize, capture, or illustrate their creative needs. Experience with weddings, stationary, and hand lettering for local stores.
- Consulting: Navigates through pressure points within a product or process, creating an optimal solution varying from manufacturing to customer experience.
- Currently onboard with products in healthcare, toy, and electric industries.

Sales Supervisor

Warby Parker | September 2017 - Present

- Led in retail experience training and sales for Milwaukee and Atlanta locations, grossing over \$1,000,000 locally year over year.
- A liaison between corporate operations and retail employees in visual merchandising according to Warby Parker guidelines.

K-12 Teacher

IFE Academy of Teaching and Technology | Spring 2021-Present

- Creates an independent curriculum for an alternative virtual school based in Atlanta.
- Currently Teaching: Creative Writing in Design, Grade 12 and Art, Grades 6-8

Operations Specialist

Digital Bridge | 2018 - 2019

- Streamlined inventory intake and distribution, preparing technology for refurbishing and recycling.
- Created a bilingual guide to teach basic computing classes for new technology owners in the Metro Milwaukee area.

Director of Photography + Media

Pine Forest Camp | Summer 2017, Summer 2021 Contract

- Redesigned the Media program, launching three 8-week long, adaptable classes for grades 2-11 (Entertainment Media, Digital Photography, Intro to Photoshop)
- Led a team of four specialists and photographers to deliver a daily, weekly and end-of-summer recap with an audience nearing 10,000+ viewers.

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Staff

SHiFT Design Camp | 2016-Present

- Visual notetaker for speaking engagements and conversations, virtual events, and group activities.
- Organized virtual events during Camp week 2020 with a team of two. Coordinated independent outreach, while recording engagement through various platforms.

Skills

Leadership: Operations • Supply Chain • Situational Feedback • Customer Experience

Creative: Rapid Prototyping • Analog Sketching • Design Thinking • Journey Mapping • Merchandising • Photography

Programs: Adobe CC • Solidworks • KeyShot • GSuite • Looker • Asana • Sketch • Figma • JIRA • Mural

Languages: Javascript • p5.js