Natalie B. Lazo

https://natalieblazo.com
https://www.linkedin.com/in/natalieblazo Email: natalie.b.lazo@gmail.com

SKILLS AND INFORMATION

Computer Software / Skills: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Premiere, Media Encoder, Experience Design), iMovie, Sketch, Ceros, Invision/Marvel, HTML5, CSS3, Microsoft Suite, Google Suite, Figma, Canva, AI Tools (Claude, Nano Banana 2/Pro, Imagen 4)

Languages: English (fluent), Spanish (fluent), French (conversational)

PROFESSIONAL EXPERIENCE

Experience Design Lead

Omnicom Media, NYC *Mar 2024 – Present*

- Lead a global pod of 4 designers across the US and UK, overseeing project timelines and design execution via Asana, Outlook, and Teams for over 30 new business pitch proposals and other client-requested documentation needed during the new business pitching process, including room decor/sourcing.
- Delivered high-impact presentation templates and assets for all 6 OM agencies, supporting clients like Diageo, Unilever, and PepsiCo to drive brand engagement (i.e: global workshops, C-Suite led events) as well as internal-facing department initiatives/presentations via HR, Brand, and Growth.
- Traveled domestically in the US and internationally to Spain in order to provide in-room design leadership on a new business pitch for BBVA, working with regional growth teams to ensure alignment with in-room executive stakeholder expectations to secure a contract worth over $100 million.

Senior Brand & Creative Designer

Aquant, NYC *Apr 2020 – Dec 2023*

- Owned and evolved Aquant's brand identity across digital channels, including social media advertising, website design, event design, and the generation/management of organic content which contributed to a 30% increase in Marketing Qualified Leads year over year.
- Lead the visual identity and asset production of the Aquant Service Intelligence Benchmark Report, the company's top-performing lead generation asset, which consistently had 3x more engagement over other content annually.
- Spearheaded a 6-week brand overhaul initiative with our Head of Design, successfully updating over 100 internal/external assets across Marketing, HR, and Sales teams; this was unveiled at the widely attended Field Service Palm Springs conference, which cemented Aquant as a trailblazer in the space.
- Produced internal design assets such as HR documents, PowerPoint decks, and sales presentations, accelerating employee onboarding by 25% and ensuring a branded experience at every touchpoint.

Lead Brand Designer *Aug 2019 – Mar 2020*

CrowdTwist (Acquired by Oracle), NYC

- Directed all visual branding and campaign assets for CrowdTwist's marketing team, such as social media content, monthly newsletters, e-books, site mockups, event decks, and interactive Ceros sites.
- Generated over 40 physical and digital branding assets including signage, website designs, email reminders, event schedules, and attendee badges for CrowdTwist's Loyalty Innovation Summit in under five weeks, supporting over 100 attendees and 10+ speakers.

Marketing Graphic Designer *May 2018 – Aug 2019*

Diligent Corporation, NYC

- Hired as Diligent's first in-house designer to lead the design, implementation, and branding efforts for all 12 brands underneath the Diligent umbrella (both organically made and acquired).
- Collaborated with Demand Generation, Customer Marketing, Product Marketing, and Communications teams to produce over 200 client-facing and internal collateral including web and print ads, e-mail campaign mockups, infographics, whitepapers, sales sheets, presentation decks, design templates, company swag, and events collateral/booth designs on a regional and global scale.

EDUCATION: Ithaca College, Ithaca, NY (Bachelors in Fine Arts). **GPA: 3.84**