

Natalie Schoch

www.natalieschoch.com

Education

**Art Major, Art History Minor
Humboldt State University, 2013**

Magna Cum Laude

**Hackbright Academy,
Spring 2014**

Front-end development

Experience

Design lead at Gusto 2015 - Present

Worked on the acquisition team as Design Lead. Key responsibilities included: conducting AB experiments in Optimizely, Heap Analytics, and Lookr, people management, and designing and coding top level navigation pages on gusto.com.

Also worked on the brand team, designing and coding web pages and micro sites for brand campaigns, and high-impact pages.

Designer at Wiser 2014 - 2015

Worked apart of the Marketing team, owning all marketing collateral including: infographics, banner ads, white papers, conference collateral, swag, and web design. Initiated and designed product suite branding and strategy.

Intern at AF Studio Designs 2013

Contributed to infographic illustrations for Wowza Media Systems. Production work for Public Policy Institute of California brochure and collateral. Assisted in exploring graphic assets including stock photography and iconography.

Freelance 2013 - 2016

Created logo and branding for Respiro, Visualyst, and Billions Rising Foundation. Illustrated graphics for +35 worksheets for Education.com. Completed pro-bono work for non-profits - the VAD Foundation and Skillify.

Graphic designer/Gallery Assistant First Street Gallery 2011 - 2013

Designed print announcement cards distributed to national mailing lists. Curated, hung, and planned visual art exhibitions in gallery space.

Skills

Technical

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Sketch
Git
HTML/HAML
CSS/SCSS

Professional

Visual design
Color theory
Wireframing
Responsive design
Project management
Recruiting and interviewing