

CONTACT INFORMATION

Currently in Pittsburgh, PA
Opening for Relocation

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EDUCATION

Bachelor's Degree in Graphic Design

Universidade Federal do Espírito Santo,
Vitória, Brazil — 2011–2016

Exchange Program in Graphic Design & Fashion Marketing

Savannah College of Art and Design
(SCAD), Savannah, GA, USA — 2014–2015

MBA in Contemporary Public Relations & Communication

Uniará – Universidade de Araraquara,
São Paulo, Brazil — 2017–2018

MBA in Marketing & Branding

Descomplica, Online — 2021–2022

TECHNICAL SKILLS

Adobe Creative Suite

Shopify • Canva

HubSpot • Google Ads

Meta Ads Manager • Wix.com

Basecamp • Notion • ASana

ABOUT ME

Creative Director & Brand Designer with 10+ years of experience shaping lifestyle, luxury, and consumer brands across international markets. Skilled at developing and executing innovative visual identities, packaging, and integrated campaigns that strengthen brand presence and drive business growth. Adept at leading and mentoring design teams, ensuring consistency and excellence across digital and print platforms. Experienced collaborator with marketing, product, and sales teams, delivering cohesive brand storytelling that enhances engagement, elevates customer experiences, and generates measurable results.

CORE COMPETENCIES

Creative & Art Direction • Brand Storytelling • Packaging Design • Digital & Print Campaigns • Cross-Functional Collaboration • Team Leadership • Paid Media & Performance Marketing • Trend Forecasting

EXPERIENCE

ARMINA STONE | LEAD DESIGNER & BRAND STRATEGIST | 2022 – PRESENT

Led creative and Directed brand identity, packaging, and digital presence, paid media, and regional storytelling across Pittsburgh, Ohio, and Miami, growing engagement and visibility. Delivered campaigns featured in Miami Design District, NBA arenas, and global publications. Partnered with marketing and sales on multi-channel campaigns driving brand awareness.

SPANNER CONSULTING | SOCIAL MEDIA MANAGER | 2023 – 2024

Developed branded campaigns and digital assets for a consulting firm, strengthening authority and generating leads during tax season..

MODERNA RELOCATION | CREATIVE STRATEGIST | 2022 – PRESENT

Produced bilingual relocation guides and corporate media kits for CMU, Covestro, and Motional. Ensured cohesive storytelling across channels.

VIVSTILLO STUDIO | FOUNDER & CREATIVE DIRECTOR | 2016–2021

Built boutique studio offering brand strategy, packaging, social media, PR, and UGC. Mentored designers and directed campaigns for global clients.

+ OF MY PAST EXPERIENCE HERE