

Natalie Vanderbosch



716.228.1641



natalie@vanderbosch.net



natalievanderbosch.com



EXPERIENCE

Content Strategist | UX Designer

HSBC, Buffalo, NY 9.19-present

Utilize Adobe Experience Manager (AEM) to create, edit, manage, publish, and maintain their complex website across markets which includes United States, Canada, Argentina, and Mexico. Collaborate with various stakeholders from UX, marketing, project managers, and optimization. Assist with the UX Design team to create wireframes, page designs, and source images.

Front End Web Developer

Haley Marketing Group, Buffalo, NY 11.14-9.19

Designed and developed fully responsive WordPress websites using HTML, PHP, CSS, SCSS, LESS, and Javascript. Assisted in creating various marketing materials and social media imagery.

Senior Web Designer

LocalEdge, Buffalo, NY 5.11-11.14

Designed and developed fully responsive websites from concept to completion, customized to the clients' needs, using the industry's best practices, latest design trends, and optimizing them for search engines. Trained 15+ new hires to ensure seamless onboarding process.

Graphic Designer

AAA, Williamsville, NY 3.10-5.11

Created numerous materials within AAA operations including direct mailers, ads, sales tools, programs, event invitations, brochures, posters, newsletters, page layouts, image selection, manipulation of photos, website, etc. Maintained the corporate branding throughout all business lines.

Graphic Designer

ASI, Grand Island, NY 1.07-3.10

Responsible for client relations, conceptual and design development of interior and exterior signage, technical documentation, and wayfinding. Experience with large scale signage and wayfinding programs. Design prototypes and drawings to present to clients and create final artwork for production.

Graphic Designer

Integrity, Buffalo, NY 10.05-1.07

Developed original artwork for athletic apparel and accessories intended for customers of sports teams from major colleges and universities in Western New York. Created and prepared art for the screen-printing process using Corel Draw.

Website & Graphic Designer

Freelance, Williamsville, NY 2005-present

Design, develop, and maintain websites for various clients. Coordinate with clients to conceptualize and finalize logo designs with branding guidelines. Create advertising content for various media, including business cards, flyers, infographics, presentations, and postcards while ensuring brand awareness.



ABOUT

I learn quickly in various technical and creative environments, while delivering quality work by tight deadlines. I am proficient in organizing my time and multitasking to balance workloads. I work well with company personnel & clients. I am eager to learn and love taking on new projects.



SPECIALTIES

Adobe Experience Manager, WordPress, Website Design, CSS, HTML, PHP, SCSS, LESS, Javascript, Graphic Design, Adobe Photoshop, Adobe Illustrator, Atlassian Jira, Atlassian Confluence, Invision, Sketch, MAC platform, Windows platform, Adobe InDesign, Microsoft Word, Microsoft Excel, Powerpoint, Corel Draw, Printers/Scanners, File Archiving & Management, Pre-Press, Proof Reading & Editing, Brochures, Logos, Identities, Branding



EDUCATION

Bachelor of Fine Arts in Graphic Design

Daemen College
2001-2005

Further Education in Website Development

University at Buffalo
2005-2006