

natalie j mrocška

Dream Job

I am a young, award-winning designer, and specialize in typography, branding and online advertising. I am currently working full-time as a graphic designer at Gupta Media in Cambridge, Massachusetts.

Process

Typography

A stickler for appropriate style and usage of typography for both the screen and the page.

Color + Pattern

Working knowledge of color theory, and developed appreciation for pattern design and development.

Layout

Proficient in the fundamentals of layout design for websites, magazines, books and catalogs.

Branding

Experienced in brand development, design, and management.

Adobe CS5

Highly proficient in Photoshop, Illustrator, InDesign Flash and Dreamweaver.

HTML + CSS

Continuously expanding on HTML and CSS by creating e-mail marketing campaigns, and developing designing and maintaining personal and client websites.

Association

AIGA

Treasurer of RIT Student Chapter, 2009–2010
AIGA Boston Volunteer, July 2009–Present

Design Museum Boston

Graphic Design Volunteer, July 2009–Present

Credentials

Gupta Media

Graphic Designer, Fall 2010–Present

Camp Fernwood Poland, Maine

Print designer, 2005–Present

Geneologie/Emory Group

Freelance designer/illustrator, Spring 2010– Spring 2011

Eric Mower + Associates Syracuse New York

Creative Intern, Summer 2009

Cazenovia Fabrics Cazenovia, New York

Website designer, Summer 2009

What I Paid For

Rochester Institute of Technology, BFA Graphic Design

Deans list Fall quarter 2007–Spring quarter 2010

Cumulative GPA 3.8

Recognition

AIGA BoNE Show Award Recipient 2011

In recognition of the Self-Promotion Contradiction Poster Series.

Hans Barschel Award Recipient 2010

In recognition of academic achievement and creative excellence at the Rochester Institute of Technology.

Design Sil Hall Scholarship Recipient 2009

In recognition of academic standing and recommendations of the Graphic Design Faculty at Rochester Institute of Technology.

Heinz Klinkon Award Recipient 2009

In recognition of typographic skills, openness to ideas, and persistence, empowered by the sensitivity and enthusiasm of Professor Heinz Klinkon, a valued member of the Graphic Design Faculty.

Ad Club of Buffalo Scholarship Recipient 2009

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