





NADJA

Nadja Mataya | ART DIRECTOR, DESIGNER, ILLUSTRATOR

Art Director with 7+ years experience creating impactful brands, print and digital media, and videos while building strong client and team relationships. Adept at recognizing a brand's identity in order to strategize and develop creative visual marketing.

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 nadjam.com

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 Nadja Mataya

Expertise

Graphic Design
Identity/Brand Design
Publication Design
Art Direction
Illustration
Typography
Photo Editing
Package Design
Digital Design
Website Design
Video Direction
Social Media Content Creation

Software Skills

Adobe Illustrator, InDesign,
Photoshop, Lightroom, Acrobat
Microsoft PowerPoint, Excel, Word
3D Issue
Google Sketchup
Fontographer
Basic HTML/CSS Coding

Awards & Honors

- Reggie Award from the Association of National Advertisers for the Hudson Yards 2020 "Shine Bright" holiday campaign that brought in 1.1 million visitors
- AIGA Mentorship program mentee (3 sessions)
- Featured Artist in Moda Magazine
- UW-Madison Dean's List

Education

University Of Wisconsin – Madison

- BFA – Painting & Graphic Design
- Certificates in Business and Entrepreneurship

Santa Reparata International School of Art (Florence, Italy)

- Semester Abroad

Experience

Present
2021

ASSOCIATE ART DIRECTOR

Vis-à-vis Creative Agency

- Create, collaborate, and build successful campaigns from inception to completion, with digital, print, social media and video components
- Balance a varied load of projects for multiple accounts; Collaborate with and manage agency team members from creative, account, development and client teams
- Pitch creative to clients; Communicate visual ideas, design rationale and specifics of design solutions
- Lead liaison for various clients; hold weekly meetings
- Design logos, build brand guidelines, establish icon sets
- Worked on concept team, designed, and illustrated an award winning AR activated holiday experience including a printed barricade, app content, and campaign assets
- Design print booklets, brochures, book covers, digital flipbooks for real estate, marketing, and medical clients

2021
2018

GRAPHIC DESIGNER

Vis-à-vis Creative Agency

- Sketched, painted, and digitized sets of watercolor illustrations to build property map displayed in Lathrop's main office. Expanded brand toolkit, used watercolor illustrations in print and digital collateral and site signage
- Assisted Art direction on video shoots, photo shoots, collaborated with the editor to create videos for real estate clients and worked with talent
- Illustrated series of infographics with data sourced from quarterly reports
- Built environmental graphics and event collateral for open house, news conference, trade shows
- Built branded decks for clients' presentations, email templates
- Managed freelance developers to build HTML5 ad campaigns

2018
2014

FREELANCE GRAPHIC DESIGNER

Startup companies, nonprofit organization, musician, and small businesses

- Conceived branding and packaging designs for Celona Beer, Mandy's Mood Foods hot sauce, Mandy's Pharmacy CBD products
- Created illustrations and infographics for SLAP app, for investor presentations, social media assets and promotional materials
- Created illustrations and infographics for SLAP app
- Collaborated on team to build logo system for "Camp Mad Media"
- Designed a set of CD covers, a single and EP, for musician Will Hoverman
- Designed logo and brand guidelines for "In the Northland"

2017
2015

GRAPHIC DESIGNER / COMMUNICATIONS BOARD MEMBER

Interfaith Oceans

- Designed logo and brand guidelines for the organization
- Created a communications strategy and worked with team to implement plan through social media, email marketing, and website development