

Matie Natov

Web Designer

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www.Matie-Natov.com

OBJECTIVE

Serve as a dynamic, creative, and ambitious Graphic Designer to grow advertising and marketing initiatives.

SKILLS

- ★★★★★ Web Design
- ★★★★★ Graphic Design
- ★★★★★ Market Research
- ★★★★★ HTML & CSS
- ★★★★★ CMS
- ★★★★★ UX & UI Design
- ★★★★★ Adobe Creative Cloud
- ★★★★★ Figma
- ★★★★★ Sketch
- ★★★★★ Color Theory
- ★★★★★ Print Design
- ★★★★★ Layout Design
- ★★★★★ Communication
- ★★★★★ Microsoft Office
- ★★★★★ Team Work
- ★★★★★ Collaboration
- ★★★★★ Organization
- ★★★★★ QA
- ★★★★★ SEO
- ★★★★★ Accessibility
- ★★★★★ Analytics
- ★★★★★ Program Management

EDUCATION

B.S. Web Design

Minor Marketing

@ California State University
of Monterey Bay
Seaside, CA
Graduated May 2014

WORK EXPERIENCE

CMS Specialist @ Meta | Remote

October 2020 - October 2022

- Lead website improvements for www.Meta.com
- Work with marketing teams to design Meta landing pages
- Design the *Europe Action* campaign page
- Design the *Facebook Web Guide* site
- Re-brand www.Meta.com from Facebook to Meta
- Implement a new design system
- Maintain 160 pages in Meta CMS
- Complete 500+ tasks
- Work in a fast-paced environment
- Create and prioritize Engineering tickets
- Proactively review the website to find and fix issues
- Support SEO and content strategies
- Manage click-tracking events
- Migrate Newsroom from Wordpress to Meta CMS

LMS Producer @ Sephora | San Francisco, CA

March 2017 - July 2020

- Align branding and visual elements of the LMS with company initiatives to target messaging for users
- Ensure LMS reflects and promotes company initiatives via regular content and graphic updates to home page
- Improve the user interface of LMS by ensuring the system easy to navigate
- Manage the video content publishing process, including coordinating and tracking video delivery, file compression and conversion, and quality assurance
- Maintain LMS video file catalog; upload, publish, and archive videos to ensure content is current and consistent
- Use software and partner with IT to troubleshoot and resolve technical issues
- Support planning and execution of key training in sync with the department strategy calendar
- Assist with the creation of interactive learning

Web Designer @ MVCCode | Mill Valley, CA

August 2014 - November 2015

- Create printed marketing materials for MVCCode and organize files
- Develop MVCCode's marketing website
- Design investor presentation decks
- Design banner ads with Adobe Creative Cloud
- Optimize pages for SEO using keywords

Graphic Designer @ HMA | Monterey, CA

August 2012 - May 2014

- Create email designs under direction of Creative Director
- Juggle 21+ projects daily for the marketing firm
- Design templates using Adobe Photoshop, HTML & CSS
- Test and launch marketing campaigns
- Follow branding guidelines
- Work closely with Marketing, Creative Services and IT