



## ABOUT ME

Hello! I'm Nataly, a digital designer based in Tampa, Florida. Over the past ten years, I've worked with over 60 clients in a variety of different industries, including education, tech, construction, retail, and non-profit. Whether it's a start-up or an established brand, I help companies bring their vision to life through web design, app design, social media, marketing campaigns, and more.



## CONTACT

### ADDRESS:

19206 Blount Rd, Lutz, FL 33558

### MOBILE:

(813) 522-2207

### EMAIL:

nataly.capote.torres@gmail.com

### WEBSITE:

natalycapote.com



## SKILLS

ADOBE XD	● ● ● ● ● ●
FIGMA	● ● ● ● ● ○
INDESIGN	● ● ● ● ● ●
PHOTOSHOP	● ● ● ● ● ●
ILLUSTRATOR	● ● ● ● ● ○
WORDPRESS	● ● ● ● ● ○



## ASSOCIATIONS

### C12 - TAMPA BAY CHAPTER

Business Leadership Coaching



## EXPERIENCE

### CREATIVE DIRECTOR

2019 - PRESENT

### ENERGYHILL

Managing a team of designers, copywriters, and developers, I established the creative vision for projects and approved creative work at various stages, ensuring cohesiveness across all client deliverables. Presenting design concepts, communicating rationale, and overseeing the creative process from concept to creation, I ensured any website, app, brand, or marketing campaign was delivered on time and exceeded client expectations.

### UX/UI DESIGNER

2020 - PRESENT

### TUITIONEP

At TuitionEP, a school payment platform, I've led design and usability improvements for both desktop and mobile apps, enhancing the experience for parents, students, and teachers. In addition, I designed the website, developed marketing campaigns, created print collateral, and produced content for social media to support brand growth and engagement.

### MARKETING

### CONTENT SPECIALIST

2011 - 2018

### LAND O' LAKES WELLNESS CENTER

Designed promotional flyers for office services, captured professional headshots for providers, and managed the office's Facebook account and email marketing campaigns.

### GRAPHIC DESIGN

### INTERN

2011 - 2018

### MARKETING CONTENT SPECIALIST

Designed ads and layouts for issues of Tampa, South Tampa and Downtown Tampa Magazines; managed email blasts and created content for the websites.



## EDUCATION

### UNIVERSITY OF SOUTH FLORIDA

2014 - 2018

BACHELOR OF ARTS IN MASS COMMUNICATIONS

### UNIVERSIDAD DE OVIEDO

FALL SEMESTER OF 2015

STUDY ABROAD



## REFERENCES

### RYAN LOWE

President, energyhill  
Phone: (813) 606-4241  
Email: ryan@energyhill.com

### ORLANDO LUGO

COO / TuitionEP  
Phone: (813) 334-0375  
Email: orlando@tuitionep.com