

Natalia Pfeffer

LEAD DESIGNER • CREATIVE DIRECTION FOR BRAND, CAMPAIGN & EVENT EXPERIENCES

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Summary

Lead Designer with 10+ years leading brand, campaign, and event creative for national organizations, translating strategic goals into cohesive visual systems across digital, executive, and large-scale environmental experiences. Owns creative from concept through on-site execution: developing brand guidelines and style guides, directing vendors and production partners, and serving as a trusted creative advisor to leadership and cross-functional teams. Comfortable operating as the sole in-house creative lead on high-visibility, deadline-driven work.

Core skills

Creative Direction & Visual Strategy: Brand identity systems, campaign concepting, visual storytelling, art direction, creative rationale & stakeholder presentation

Brand Governance: Brand guidelines, style guides, brand standards enforcement, asset library management
Event & Environmental Branding: Environmental design, signage, stage design, booth/installation graphics, wayfinding, on-site production

Executive & Presentation Design: Executive presentations, reports, data visualization, infographics
Cross-Functional & Vendor Leadership: Trusted advisor to leadership, cross-functional collaboration, vendor & agency direction, mentorship of consultants and junior designers

Tools: Adobe Creative Suite, Canva, Sketch, Microsoft Office/PowerPoint, HTML/CSS, CMS platforms, AI-assisted design workflows

Professional Experience

Lead Designer U.S. Travel Association | Washington, D.C. | 2022 – Present

Sole in-house creative lead for a national advocacy association, owning brand identity and creative execution across digital, print, and event channels.

- Own and evolve the organization's brand guidelines and visual identity system, producing consistent, on-brand collateral across every platform and channel.
- Direct creative strategy and execution for high-profile national events, including environmental branding, signage, stage design, executive presentations, and multi-channel campaigns, as sole creative lead from concept through on-site production.
- Serve as trusted creative advisor to leadership and cross-functional teams, translating strategic and messaging priorities into visual concepts, mood boards, and style guides.
- Lead design of digital assets, executive presentations, reports, data visualizations, and social/email campaigns.
- Direct external vendors, agencies, and production partners to deliver complex, deadline-driven creative on time and on brand.
- Provide creative direction and mentorship to consultants, junior designers, and photographers, maintaining brand consistency and quality across all deliverables.
- Manage brand asset library and file systems to support a scalable, efficient creative workflow.

Project Manager, Graphic Designer

PBS Distribution | Arlington, VA | 2014 - 2020

Lead designer for a \$100M+ media and technology business, supporting direct-to-consumer and streaming initiatives for major platforms.

- Designed and executed marketing campaigns across web, email, packaging, advertising, and social channels.
- Led creative direction for PBS SVOD channels, developing cohesive brand visuals to support subscriber growth.
- Managed brand guidelines and creative asset library across digital and print channels.
- Partnered with marketing, eCommerce, product, and educational teams to develop integrated brand experiences.

Project Manager, Graphic Designer

Food & Drug Law Institute | Washington, D.C. | 2012 - 2014

- Developed creative direction across print, web, magazine, and marketing collateral.
- Produced cohesive multi-channel campaigns and direct-mail creative.
- Managed vendor relationships and production timelines.

Graphic Design Associate

NSBA | Alexandria, VA | 2007 - 2012

- Led creative execution on digital and print marketing materials, including attendee experience assets for organizational conferences and programs.

EDUCATION

- Bachelor of Arts, Advertising — The Art Institute of Washington
- Certificate, Web Design & Development — NVCC
- Marketing in a Digital World — University of Illinois Urbana-Champaign