

NATALIE FAULKNER-NORTHROP

phone: 403.829.7992
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www.natmytype.com

Work Experience

Production Artist • Self-Employed/Freelancer, Calgary, AB
OCTOBER 2020 - PRESENT

I work as a freelance production artist for creative agencies, designers or directly with clients to build production-ready files on a diverse mix of projects, including annuals, event materials, newsletters, print/digital ads and photo retouching. Most of my current working relationships are from past coworkers who remembered the quality of work I produced when working together at an agency.

Production Artist • Rain, Calgary, AB
OCTOBER 2016 - OCTOBER 2020

As a one-person production department, I worked closely with our creative director and account team while effectively using my time and prioritizing my workload. I expanded my skill set to include building animated ads in Google Web Designer and use Adobe InDesign to build interactive PDFs. Highlights were working on publications for Syncrude and the University of British Columbia (UBC), as well as an interior design project that included building over 300 files for wall murals, gallery walls and window graphics. Clients included ABCRC, Park2Go, Syncrude, UBC and the UBC Okanagan Campus.

Graphic Artist • Trigger Communications, Calgary, AB
MAY 2009 - OCTOBER 2016

Converting creative files into print-ready pieces for production, I developed work in all formats from digital ads to data-rich financial annuals, wayfinding and billboards. Attention to brand guidelines and covering all details was of utmost importance. During my time there, the studio made the transition from Quark Xpress to Adobe InDesign using research and training to ensure a smooth conversion. Following this, I took it upon myself to learn the GREP find/change capabilities of InDesign to improve the efficiency of entering and changing data between semi-annual and annual fund reports. Clients included BrokerLink, the Calgary Zoo, Chinook Centre, Imperial Oil and Royal Bank of Canada.

Graphic Artist • LPi Communications Group, Calgary, AB
MARCH 2002 - MAY 2009

Taking direction from the Creative Director to build files from creative concept or sketches, I executed layouts and set type to generate final print-ready files. I was able to contribute ideas and suggestions to projects when appropriate. Multi-piece point-of-sale programs required me to be consistent and focus on detail. I effectively managed my workload to meet deadlines and follow the processes set in place to coordinate between Creative Director, Studio Manager and the Account team. Along with this I also managed the vast digital product catalogue for all of our clients and frequently covered Studio Manager duties when they were absent for holidays or illness. Clients included the Calgary Stampede, Coca-Cola, Kraft and Old Dutch.

Education

- Digital Art and Design Diploma Program, University College of the Cariboo (now Thompson Rivers University), Kamloops, BC – Graduated June 1997
- Fine Arts studies, University College of the Cariboo, Kamloops, BC – September 1993 - April 1996

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Additional Training

- Indigenous Canada 12-week online course, University of Alberta, Aug - Nov 2020
- Lettering for the Masses one-day workshop with type designer Alé Paul, May 2015
- Adult Extended Studies Typography course at ACAD, Feb - Mar 2009

Skills

- Adobe Creative Suite (specifically InDesign, Photoshop, Illustrator and Acrobat)
- Knowledge of Google Web Designer, Keynote, MS Word, PowerPoint, Wix
- Typography and typesetting
- Working in both English and French
- Organization, file management and archiving

Volunteerism

- Show Suite Tour Host, Habitat for Humanity Southern Alberta, June 2022 - January 2023.

REFERENCES AVAILABLE ON REQUEST