

# Natalie Rejas

Designer

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## Objective

Through design I aim to make complexity feel simple and connect human experiences across digital & physical spaces.

## Education

### **San José State University**

BFA, Graphic Design

San Jose, CA

Graduated, Spring 2020

## Competitions

### **Brand X Challenge**

February–April 2020

Top 10 finalist for Sephora's 4-city Fearless Tour campaign. Designed an experience driven space with marketing assets.

### **Design for Good, Creative Jam**

April 2021

My team and I designed an app to tackle the issue of racial injustices. Placed in the top 10.

## Skills

Graphic Design

UX/UI Design

Illustration

Data Visualization

Branding

Research & Analysis

## Software

Illustrator, Photoshop,  
InVision, Sketch, XD,  
After Effects, Autodesk,  
Blender, Indesign, Figma,  
Lightroom, Procreate,  
HTML, CSS, Keynote

## Experience

### **Associate Product Designer | SportsRecruits**

Full-Time | September–Present, Brooklyn, NY (Remote)

Currently I am the product designer for SportsRecruits growth team. I collaborate closely with design leads, product managers and developers to implement on product changes that increase business growth and user engagement.

### **UX/UI Designer | Chillow**

Internship | October–Present, San Francisco, CA

Chillow is an app that allows people to review and endorse roommates. Under the supervision of design leads, I helped conduct market research, design user flows, and create visual styles for new features. I also worked on designing their website and creating marketing material for their social media.

### **Designer | Design Spectrum & La Cocina**

Pro Bono | February 2019–August 2020, San Francisco, CA

La Cocina is a San Francisco based kitchen incubator for minority women-owned restaurants. I was working with Souls Greens, helping with the company's brand identity and packaging assets.

### **Wayfinding Designer | San Jose Sustainability**

Internship | September 2019–February 2020, San Jose, CA

San José State University is a sustainable campus that minimizes their ecological footprint. The work aimed to highlight each sustainable aspect on campus. I designed the main kiosk, along with diagram illustrations for information panels.

### **Designer | HouseThat**

Internship | July–August 2019, San Jose, CA

HouseThat is a startup company that aims to optimize housing finances for homeowners to get the most value from their house. Working with a group of designers, we created and refined their logo and designed various website layouts.

## Exhibitions

### **IDEEC (International Design Education Expo & Conference)**

July–August 2019 | Hammer Theater Center

Exhibited Send the Pain On (album cover)

I designed the event's website while also documenting the event by photographing 25 of the speaker sessions.

### **Higher Technical School and Galeria WIT**

June 3-4, 2019 | Katowice, Poland

Exhibited Send the Pain On (album cover), Bloom (mobile app), and I Think, Therefore I Am (conference poster).