NATHALY CIFUENTES FRANCO

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SUMMARY

Multidisciplinary Visual Designer with a background in fashion and visual arts, specializing in brand storytelling and go-to-market design. Experienced creating high-impact visuals across campaigns, decks, web, and product surfaces, translating complex concepts into clear, compelling narratives. Strong eye for typography, layout, and systems, with the ability to collaborate across marketing, product, and technical teams to deliver polished, scalable creative. Experienced in brand storytelling, visual documentation, and interface design, with a refined eye for composition and aesthetics shaped by a background in fashion and visual arts. Passionate about design that balances creativity, function, and emotional connection.

SKILLS

Design & Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro), After Effects, Canva, Sketch, Procreate, Midjourney, Sora.
Creative Production: Photography direction, Image/Video editing, visual storytelling, presentation design, 3D visualization
UX/UI: Wireframing, prototyping, usability testing, interaction design, accessibility.
Collaboration Tools: Miro, Notion, Trello, Airtable, Slack, Asana
Development: HTML, CSS, basic JavaScript

EXPERIENCE

Kai Concepts – Marine Innovation Lab
Visual Designer / Documentation Specialist
Jun 2025 – Present

- Lead creation of visual design systems, technical documentation, and photography for engineering and product development projects.
- Design monthly reports, visual manuals, and multimedia presentations that communicate complex concepts clearly.
- Capture and edit high-quality imagery and video documenting prototypes, testing, and design processes.
- Collaborate with engineers and product designers to align visual communication with technical goals.
- Develop layouts, infographics, and branding assets that elevate internal and external presentations.

Impact: Strengthened stakeholder and investor communication by translating complex engineering work into clear, high-conviction project narratives through reports, visuals, and documentation, supporting alignment and decision-making across product development initiatives.

MyGuardian (Startup)
Product / Brand Designer
June 2025 – Present (Ongoing)

- Designed core UI flows and onboarding experiences for the MyGuardian app

- Developed visual identity assets, icon system, and brand storytelling across digital surfaces
- Produced high-fidelity UI mockups and marketing-ready visuals for stakeholder communication
- Collaborated with cross-functional partners to iterate designs based on feedback

Midzotics (Premium Cannabis Brand)
Graphic Designer • Menu Design & Visual Identity
January 2024 - Present

- Designed print and digital menus highlighting product categories, effects, and strains through clean, visually engaging layouts.
- Developed brand identity assets
- Created illustrations and iconography that enhanced readability and reflected the brand's modern, wellness oriented image.

Impact: Strengthened brand storytelling and business alignment by leading a full e-commerce redesign that clarified the luxury narrative across key customer touchpoints, improving consistency across web, email, and trade-facing materials.

Kearsley (Luxury Linen Brand)
UX/UI & Visual Designer
Feb 2025 – June 2025

- Directed full e-commerce redesign, focusing on visual storytelling and user experience.
- Reimagined homepage, product pages, and navigation for a cohesive luxury brand identity.
- Designed modular Shopify sections, trade portals, and branded email campaigns.
- Integrated QuickBooks, Klaviyo, and Zapier for automated workflows.

Impact: Reduced manual operations and strengthened brand presence through consistent, high-end visuals and improved customer flow.

Life Yessence Academy
UX/UI Designer • Brand & Website Redesign
Nov 2024 – Feb 2025

- Led design of an immersive, intuitive platform aligned with mindfulness and visual harmony.
- Directed branding, logo development, and interactive UI design.
- Introduced animations and layered visuals to build a distinctive emotional experience.

Impact: Enhanced usability by 40% through clear, visually rich design that deepened user engagement.

EDUCATION

UX/UI Certificate • UC Berkeley Extension • 2024
Design Thinking, Wireframing, User Testing, High-Fidelity Prototypes

Visual Arts & Digital Design • PI Art Center, NYC • 2017–2022 Focus in digital media, surface design, mixed media

B.A. Fashion Design & Marketing • Arturo Tejada Cano Fashion Academy, Bogotá, CO, 2012-2015