



NATHAN BLAZA
GRAPHIC DESIGNER

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EXPERIENCE

Clothing Brand Owner/Creative Director for Overlooked (2019 to Present)

- Overseeing all aspects of brand development, design, production, and marketing.
- Developed a brand identity and graphic style for use in communications.
- Launched and maintained an e-commerce store.
- Research on fashion, streetwear, and pop culture trends to inform graphic direction and maintain brand relevance.
- Managing end-to-end production process, sourcing fabrics, coordinating with manufacturers, and maintaining quality control.
- Grew brand presence through social media marketing, increasing social media following by 20% and driving 10% revenue growth.
- Designing seasonal collections, blending trend research with original concepts to drive visual identity and brand differentiation.
- Developed pop-up strategies, coordinating branding and merchandising for in-person customer engagement.
- Produced and art directed photoshoots for lookbooks, and social media, ensuring brand consistency and high visual impact.
- Utilizing Adobe Photoshop and Illustrator to create graphics.

Graphic and Digital Media Designer for Akkon (2022 to Present)

- Gathering product information and materials needed to plan and illustrate concepts.
- Producing high quality work by combining ideas with the creative director.
- Capturing photo and video content for new products.
- Designing website banners and social media advertisements for seasonal events.
- Applying AI tools to enhance product imagery, remove imperfections, and create dynamic backgrounds for e-commerce use.
- Utilizing Google Sheets to collect data such as weight, size dimensions, item descriptions, and inventory.
- Daily editing on Photoshop and Premiere Pro.

Apparel Graphic Designer for Cold Flight Clothing (2020 to 2022)

- Designed original graphics for apparel collections including tops and bottoms aligning with seasonal trends and brand aesthetic.
- Created print-ready artwork for screen printing, DTG, and embroidery across various fabric types and garment styles.
- Developed custom typography, illustrations, and allover prints, enhancing the uniqueness of apparel.
- Developed technical sheets and production files to guide printing and manufacturing process.
- Supported e-commerce and marketing teams by designing promotional graphics and lifestyle mockups.
- Utilized Adobe Photoshop and Illustrator to create graphics.

Creative Director for Lost and Finds (2018 to 2019)

- Developed the store's brand identity creating a cohesive customer experience online and in-person.
- Directed all content creation including product photography, lookbooks, and marketing assets for online use.
- Produced creative campaigns for drops and seasonal releases, resulting in increased social engagement.
- Oversaw day-to-day operations including inventory tracking, pricing strategy, customer service, and order fulfillment.
- Designed brand merchandise which contributed to 15% of sales.
- Utilized Adobe Photoshop, Illustrator, and Lightroom.

Sales Associate at Footlocker (2015 to 2022)

- Handled responsibilities of receiving incoming inventory items and organizing them.
- Assigned tasks of monitoring inventory and stock items in the store.
- Performed the tasks of assisting with setting up sales floor display.
- Assigned responsibilities of maintaining a clean working environment.
- Performed responsibilities of providing excellent customer service by attending to their needs.
- Stayed up to date on latest sneaker styles and trends.

EDUCATION

Bachelor of Fine Arts | Graphic Design
Cal Poly Pomona

SKILLS

- Adobe Creative Cloud (Adobe Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro, After Effects)
- Google Sheets, Microsoft Word, and Powerpoint
- Social Media (Instagram, TikTok, Facebook)
- Design and AI Tools (Photoshop, ChatGPT)

INTERESTS

My interests include sports, fitness, sneakers, music, video games and art.