



**NATHAN BLAZA**  
GRAPHIC DESIGNER

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*Graphic designer specializing in branding, apparel, and e-commerce, with experience leading brands from concept to launch.*

## EXPERIENCE

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

- Gathering product information and materials needed to plan and illustrate concepts.
- Collaborated with the creative director to produce high-quality design concepts.
- Capturing photo and video content for new products.
- Designing website banners and social media advertisements for seasonal events.
- Enhanced product imagery for e-commerce using AI tools, including background creation and retouching.
- Utilizing Google Sheets to collect data such as weight, size dimensions, item descriptions, and inventory.
- Edited photo and video content for e-commerce using Photoshop and Premiere Pro.

### Clothing Brand Owner and Creative Director for Overlooked (2019 to 2024)

- Oversaw all aspects of brand development, including design, production, and marketing.
- Developed a cohesive brand identity across digital, e-commerce, and in-person experiences.
- Launched and maintained an e-commerce store, contributing to a 10% increase in revenue.
- Grew brand presence through social media marketing, increasing following by 20%.
- Directed photoshoots for lookbooks and campaigns, ensuring consistent visual storytelling.
- Developed pop-up strategies, coordinating branding and merchandising for in-person customer engagement.

### 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.
- Delivered production-ready graphics aligned with brand and manufacturing standards.

### 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.
- Created brand and marketing assets using Adobe Photoshop, Lightroom and Illustrator.

### 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.
- Delivered high-quality customer service by addressing customer needs and product inquiries.
- Stayed up to date on latest sneaker styles and trends.

## EDUCATION

Bachelor of Fine Arts in Graphic Design  
Cal Poly Pomona

## SKILLS

- Design Tools: Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects
- Marketing & Platforms: Instagram, TikTok, Facebook, Google Sheets
- Productivity Tools: Microsoft Word, Google Sheets, PowerPoint
- Workflow & AI Tools: ChatGPT, Google Gemini (concept development, ideation, copy refinement)

## INTERESTS

Interests include sports, fitness, sneaker culture, music, video games, and art.