



Natalie Marie Roth

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Multidisciplinary designer and creative leader with over a decade of experience transforming ideas into expressive brands, products, and digital experiences. Bridges strategy and imagination to deliver design that is thoughtful, visually engaging, and grounded in storytelling and human-centered thinking. Experienced in branding, product design, UX/UI, and creative direction, bringing clarity, cohesion, and a touch of whimsy to every project.

Core Expertise

Brand & Creative Direction – Brand Identity • Visual Systems • Art & Campaign Direction • Packaging Design

UX/UI & Product Design – Research • Info Architecture • Wireframing • Interactive Prototyping • Design Systems

Creative Strategy & Research – Human-Centered Design • Qualitative/Quantitative Research • Trend & Market Analysis

Leadership & Operations – Cross-Functional Collaboration • Program & Process Development • Team Mentorship

Digital & Technical Tools – Adobe Creative Suite • Figma • Miro • Klaviyo • Shopify • Google & Microsoft Suites

Professional Experience

Freelance Creative Director / Designer

Remote • May 2020 – Present

- Collaborated with founders and stakeholders to design and launch CPGs across lifestyle, fragrance, and beverage categories, encompassing brand identity, packaging, and product strategy.
- Led digital redesigns and from-scratch launches, boosting engagement by up to 50–80% and implementing scalable digital systems.
- Directed brand storytelling and positioning across design, marketing, digital, and retail experiences.
- Developed research-driven product and packaging strategies balancing creativity, functionality, and production feasibility.

Graphic Designer • IMH Fragrance

Columbus, OH • Feb 2024 – Sept 2025

- Led visual direction and packaging design across in-house and white-label lines, shaping brand architecture across digital, and print channels.
- Designed and launched new product lines from concept to production, ensuring alignment with brand strategy, market trends, and user experience.
- Collaborated with vendors and cross-functional teams to streamline production, integrate packaging and digital assets, and maintain quality standards.
- Project-managed and directed the launch of two websites, ensuring cohesive digital experiences aligned with brand strategy.

Operational Supervisor • BARK

Columbus, OH • Mar 2021 – Feb 2023

- Scaled a national donations program raising \$450K+ for nonprofit shelters, blending creative strategy with operational execution.
- Spearheaded the company's first physical inventory initiative, improving workflow efficiency and accuracy.
- Served as a key bridge between product development and operations, driving collaboration during high-growth phases.
- Coached teams in leadership, problem-solving, and communication during major launches.

General Manager • DSSOLVR

Asheville, NC • Oct 2019 – May 2020

- Directed the launch of a craft brewery taproom, exceeding sales targets by 25%.
- Built and led a high-performing team, fostering collaboration, efficiency, and a culture of creativity during the brewery's launch.
- Oversaw multi-state product launches, marketing campaigns, and creative collaborations, ensuring brand consistency and market impact.
- Developed branded swag, promotional assets, and retail displays, aligning product design and experiential elements with overall brand strategy.

Education & Certifications

- UX/UI Certification, The Ohio State University (2023)
- Intro to Coding Certification, SheCodes (2021)
- BFA, Graphic Design, University of Akron (2009)