

# NATALIA JIMENEZ

PORTFOLIO | GRAPHIC DESIGN



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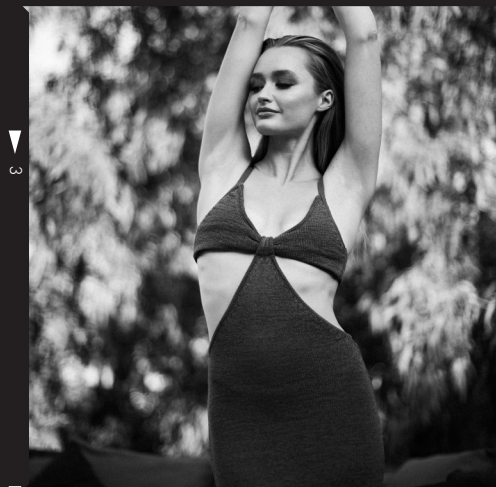
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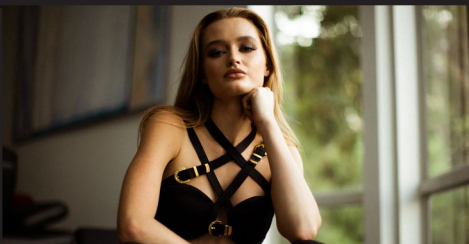
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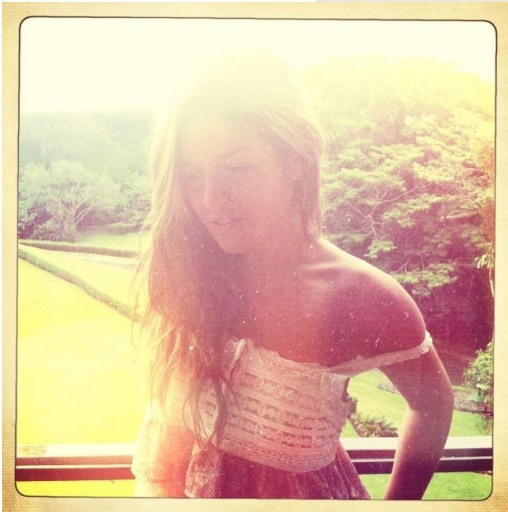


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# NATALIA JIMENEZ

## GRAPHIC DESIGN + FASHION MARKETING



*about*

Born and Raised in Costa Rica, Natalia has always been passionate about Fashion, design and innovation. She moved to New York to gain a wider world perspective. Currently lives in LA and would like to explore creative writing next.



## Branding

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## Digital + Print

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## Photography

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## Textiles

Creative person that believes in heartfelt strategy and tasteful visual craft to create brands, products and experiences that people fall in love with.





# CLIENTS

My experience comes mostly from  
working for fashion and beauty brands.

FOR A FULL CLIENT LIST AND  
PROJECTS  
[www.najide.com](http://www.najide.com)

DIANE VON  
FURSTENBERG

VINCE.

CLINIQUE

ANASTASIA  
BEVERLY HILLS

VICTORIA'S SECRET

BANILA CO

JONATHAN SIMKHAI

WILDFOX

HUDA BEAUTY



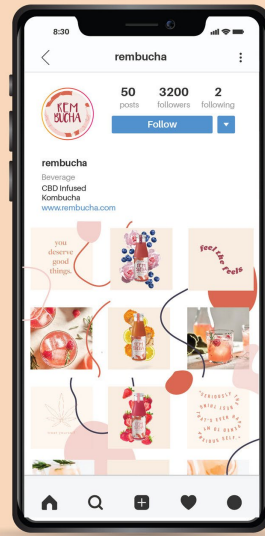
# BRANDING & PACKAGING

Two major wellness products have broken into the US market like nothing before – and show no signs of slowing down: CBD and Kombucha. Rembucha is a new brand of CBD infused Kombucha. The client loves Matisse, who became the inspiration for the branding.

PROJECT NAME	Rembucha
CLIENT	Rembucha
DATE	Diciembre 2019



BRANDING



# REMBUCHA

LOGO

Creative Direction + Design

by Natalia Jiménez



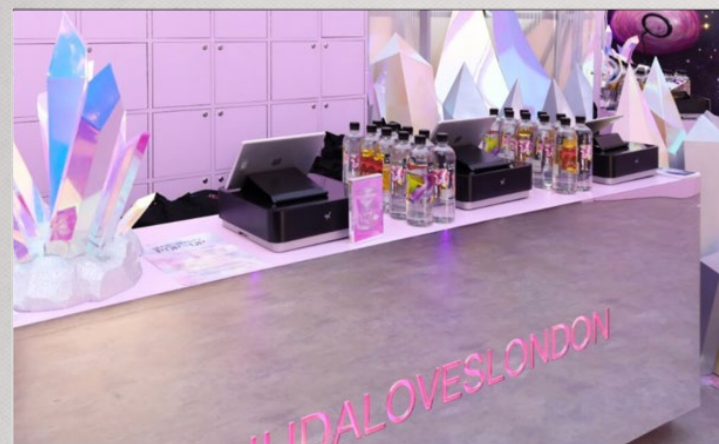


# HUDA BEAUTY X POP UP MOB

For Huda Beauty we transformed the Convent Garden into a fully immersive experience for the launch of the “Mercury Retrograde” Palette. This project was done while working for Pop Up Mob - an experiential marketing startup. I was involved in the concept, creative direction, strategy and even the audio of the experience. The project challenged me more than any other.

PROJECT NAME	Mercury Retrograde Pop Up
CLIENT	Huda Beauty
PROJECT DATES	December 2019







# DIANE VON FURSTENBERG

PROJECT NAME

Digital Collateral

CLIENT

DVF

PROJECT DATES

January 2017



# WRITTEN IN THE STARS

Introducing *the DVF Zodiac Collection*  
Discover the collection, plus scroll down for a personal  
profile from Diane's astrologer, Shelley von Strunckel.

SHOP ALL

## DIGITAL MARKETING



Diane is a strong believer of astrology (she has her own psychic). We created a campaign for the launch of the zodiac accessories. I worked on this campaign under the direction of Jonathan Sanders (former creative director).

PROJECT NAME

Writte in the Stars

CLIENT

Diane von Furstenberg

PROJECT DATES

January 2017

# WRITTEN IN THE STARS

Introducing *the DVF Zodiac Collection*



And, to celebrate, a personal profile  
from Diane's astrologer, Shelley von Strunckel.

DISCOVER NOW

# ANASTASIA BEVERLY HILLS

TEACH

INSPIRE

PLAY



## ANASTASIA BEVERLY HILLS FLAWLESS INSTANTLY LUMINOUS FOUNDATION MEDIUM-COVERAGE FINISH. FEATHERLIGHT FEEL. 50 COMPLETELY NATURAL SHADES.

PRICE \$38 USD / \$50 CAN

**Luminous Foundation** by Anastasia Beverly Hills is a water-resistant liquid foundation that creates a luminous, natural finish. The radiant formula delivers long-wearing, medium coverage yet still feels so lightweight and looks ultra-fresh. This is the coverage you have been waiting for: **Luminous Foundation** looks so great on its own, there's no need to set with a powder. Available in 50 completely natural shades, **Luminous Foundation** blurs any imperfection—including discoloration and unevenness—without caking or masking the skin's natural radiance. With a seamless application, this easy-to-blend formula leaves the skin with a perfected-looking complexion that is free of flashback or oxidation.

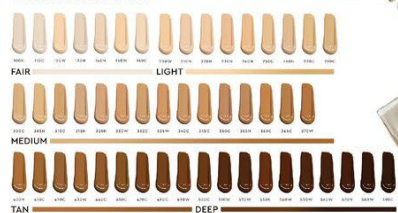
### WHAT IT IS

A medium-coverage foundation with a luminous, natural finish.

### WHY YOU'LL LOVE IT

- Water-resistant, long-wearing formula
- Gives the complexion a fresh, radiant look with a lightweight, second-skin feeling
- Masks discoloration and unevenness in the skin
- No flashback formula creates a soft-focus effect and does not oxidize
- Sleek, modern component with a custom hygienic pump that dispenses just the right amount of product
- Vegan
- Gluten-free
- Paraben-free
- Oil-free
- Mineral oil-free
- Talc-free
- Alcohol-free
- Clinically tested
- Dermatologist tested
- Ophthalmologist tested
- Noncomedogenic
- Suitable for sensitive skin
- No long-wearing
- No flashback
- Cruelty-free

### SHADE BREAKDOWN



## 3 STEPS TO THE ABH FACE



BEFORE AFTER

### 1. PREP

Create a smooth canvas for your **Luminous Foundation** application by applying the skin care and primer ideal for your client's skin type.

### 2. PERFECT

Dispense **Luminous Foundation** on a metal mixing plate or on the back of a sanitized hand.

- 1 Pump for Natural Coverage
- 2 Pumps for Full Coverage

Apply **Luminous Foundation** using **A30 Pro Brush** all over starting from the center of the face. Blend out using **A30 Pro Brush** or a makeup sponge.

### 3. SET

Set the T-zone area using **Loose Setting Powder**. Finish with **Dewy Set Setting Spray**.

### BRUSH SPOTLIGHT

#### A30 PRO BRUSH DOMED KABUKI BRUSH

- Rounded dome shape allows for easy application and blending on the face and body
- Densely packed synthetic fibers make this brush ideal for applying and blending liquid and cream products without absorbing the product
- Round shape and density allow for stippling of product for more coverage and diversity in application
- Cruelty-free

### SHADE MATCHING

- Explain to your client that you will color stripe the foundation to find their perfect match.
- Ask the client if it is okay to remove their foundation to make the swatches.
- Determine the depth of tone to select the foundation **CATEGORY**:
  - Fair / Light / Medium / Tan / Deep
- Once you have identified the client's category, select 3 shades to begin color striping.
  - The shade you believe is their closest match
  - One shade lighter
  - One shade deeper
- Now, swatch the 3 shades.
  - Swatch each shade on the jawline using **Brush 18**.
  - Diffuse the edges to see how it blends into the skin. The shade that blends in the most effortlessly is the shade match.
  - Show the client each step in the mirror.
  - Get the client to buy in on their selected shade.
  - Swatch in other areas if needed (neck/chest/specific area of concern).
  - Remove the swatches and apply the chosen shade all over.

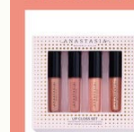


## RETENTION CHECK

Tell us everything you know about **Luminous Foundation**

1. How much does **Luminous Foundation** cost?
2. How many shades does **Luminous Foundation** have in its assortment and what is the shade category breakdown?
3. In one sentence, describe **Luminous Foundation** to a client.
4. What are the features and benefits of **Luminous Foundation**?
5. What products would you pair with **Luminous Foundation**?
6. How would you recommend applying **Luminous Foundation** to a client:
  - with dry skin?
  - with oily/combo skin?
  - with normal skin?
7. How would you shade match a client in **Luminous Foundation**?
8. How many pumps of **Luminous Foundation** do you need for all-over coverage?
9. What tips would you share with your client if they want to learn new techniques and tricks for applying foundation?
10. What primers would you recommend to pair with **Luminous Foundation**?

## 4 NEW NUDES IN HIGH GLOSS MINI LIP GLOSS SET



## HOW TO APPLY

Bright by outlining the cupid's bow with the precise applicator. Fill in the remainder of the top lip. Outline the bottom lip and fill.

### PRO TIPS

- For a more natural, subtle look, apply your complementary neutral shade of **Lip Gloss** over bare lips.
- For a more sheer application, apply a small amount of **Lip Gloss** at the center of the bottom lip, then fill together to blend. For a full, high-shine look, apply a single swipe on both the top and bottom lip.
- Use **Lip Primer** before applying **Lip Gloss** to help prevent feathering of the lip line.



### WHAT IT IS

A limited edition set featuring 4 all-new, all-metal lip gloss shades, **Anastasia Beverly Hills Mini Lip Gloss Set** into your routine and customize your ultimate lip look with a high-gloss effect and a full, high-shine look.

### WHY YOU'LL LOVE IT

- High-gloss formula with comfortable wearability
- 4 shades to choose from
- Mirror-like glossy lip color with a natural or custom look
- Fine, precise applicator delivers color with precision and shapes the lip
- Cruelty-free

### SHADE BREAKDOWN



### PERFECT PRODUCT PAIRINGS



PROJECT NAME

Visual Merchandising

CLIENT

Anastasia Beverly Hills

PROJECT DATES

March 2020





DIGITAL COLLATERRALL

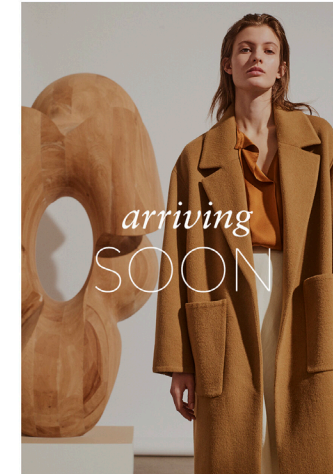
# VINCE



VINCE  
Arti Director  
*Christina Sataris*

VINCE.

[Women](#) [Men](#) [Shoes](#) [Handbags](#)



Artfully modern designs  
steeped in '70s nostalgia

[SHOP NOW](#)



[Women](#) [Men](#) [Shoes](#) [Handbags](#)

## Digital Collateral

Emails, banners, digital ads created for  
Vince.



## PACKAGING

The packaging for Vince fragrance was created under the direction of Christina Sataris. We designed the packaging the senior graphic designer Jen Ascencio and me.

I created these frames for social media - Instagram stories promoting the launch of fragrance.

# VINCE FRAGRANCE







*by* INVITATION

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*Don't miss out*  
25% OFF ENDS TODAY

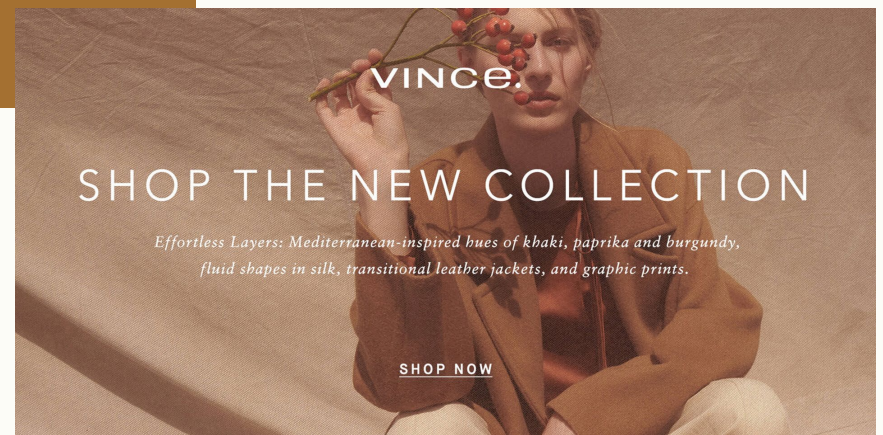
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*In stores and online*  
with code INVITED19

Art Direction *by* Christina Sataris

Design *by* Natalia Jiménez

[www.najide.com](http://www.najide.com)



ABOVE  
Digital Banners  
Emails  
Evites





## A Glimpse Ahead Introducing Spring 2019

Imbued with refined, yet relaxed qualities, the collection presents an offering of both modern and retro influences.

Streamlined silhouettes feel timeless—a classic grey hooded sweatshirt crafted in cashmere, essential shapes updated in double-face constructions and soft denim washed in vintage treatments.

[Shop the New Collection](#)



### CREDITS

Art Direction *by* Christina Sataris

Design *by* Natalia Jiménez

[www.najide.com](http://www.najide.com)

# VINCE.

[Women](#)

[Men](#)

[Shoes](#)

[Handbags](#)



## Inside the Season

*Like the desert terrain from which it is inspired*, the collection features soft, feminine volumes and unhurried silhouettes in a tactile exploration of shimmer and structure

The season draws influences from the art documentary *Trouble Makers: The Story of Land Art*, reflecting a balance of natural movement in a modern perspective

[Shop Now](#)



[Women](#)

[Men](#)

[Shoes](#)

[Handbags](#)

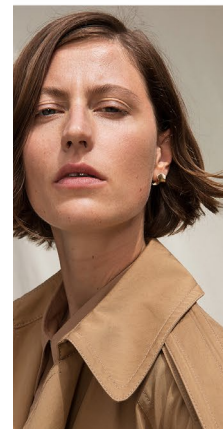


## A Glimpse Ahead Introducing Spring 2019

An unhurried journey down the central coast of California. Pacific blues and earthy reds, khakis and olives—colors pulled from the landscape where the ocean meets the hillside.

A visit to Sea Ranch in Sonoma County sparks a sense of nostalgia, a feeling of openness; noticeably carefree and cool. Soft textiles mimic the varied texture of the land, honoring the casual luxury and relaxed spirit of the Vince DNA.

[Shop the New Collection](#)

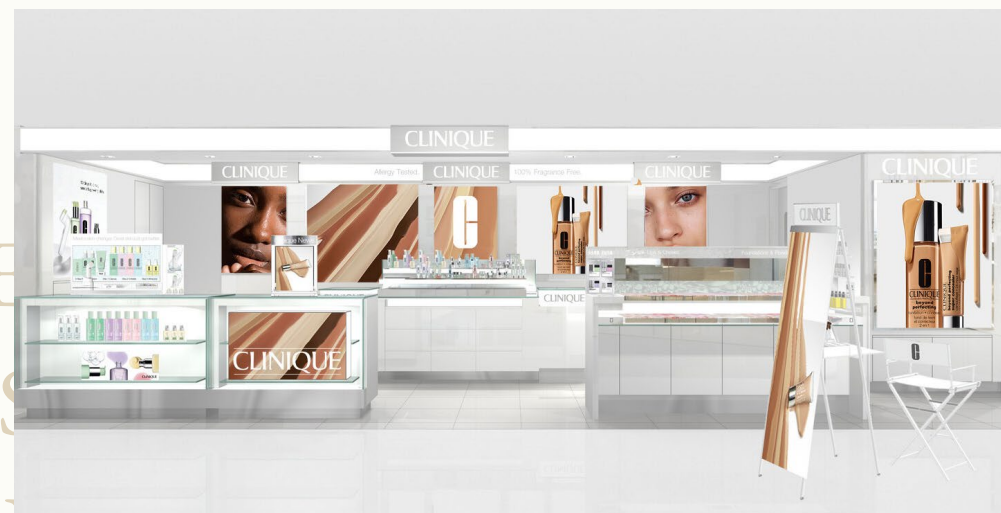






visual  
merchandising

Art Direction by Melissa Knap  
Design by Natalia Jiménez  
[www.najide.com](http://www.najide.com)



PROJECT NAME	Visual Merchandising
CLIENT	Clinique
PROJECT DATES	March 2017



# VISUAL MERCHANDISING WINDOW DESIGN

PROJECT NAME	Window Design
CLIENT	Clinique
PROJECT DATES	May 2017







visual  
merchandising +  
marketing  
material

**New, now & need to know.**

Transform your moisturizer into a de-aging powerhouse.

Fresh vitamin C delivers maximum de-aging potency. So powerful, just a few drops mixed with your daily moisturizer deliver brighter, even, retexturized skin.

**Dramatically Different Moisturizing Lotion™, \$50.00.**

**Clinique Fresh Pressed™ Daily Booster with Pure Vitamin C 15%, \$50.00.**

Our newest Moisture Surge is now enhanced to deliver almost twice as much hydration at the end of the day than it did before. Works non-stop for 72 hours — even after washing your face.

**NEW Moisture Surge™ 72-Hour Auto-Replenishing Hydrator, \$50.00.**

**We've got your match. Guaranteed.**

Find your skin's perfect foundation in formulas that address 100% of undertones, skin types and concerns. Instantly even and brighten over time with Even Better™ or try the full-coverage flawless look of Beyond Perfecting™.

**Even Better™ Makeup Broad Spectrum SPF 15, \$50.00.**

**Beyond Perfecting™ Foundation + Concealer, \$50.00.**

24-hour coverage meets crease-proof hydration in one super concealer.

**NEW Beyond Perfecting™ Super Concealer Camouflage + 24-Hour Wear, \$50.00.**

**Two ways to take it off.**

Melt the day away with gentle, effective makeup removal. Dissolve and "lift away" long-wearing makeup, even waterproof mascara. Leave nothing behind except brighter, glowing skin.

**Take The Day Off™ Makeup Remover For Lids, Lashes & Lips, \$50.00.**

**Take The Day Off™ Cleansing Balm, \$50.00.**

**Designed to shine.**

20 water-light shades of gloss to make you smile a little brighter. CLINIQUE + Marimekko.

**NEW, Clinique Pop™ Splash Lip Gloss + Hydration, \$50.00.**

**Instant drama with the wave of a wand.**

Lusher, plusher, bolder. Kicks up the volume and length of each and every lash.

Good to know: Everything Clinique that touches your eyes is ophthalmologist tested, non-irritating. That's the beauty of allergy tested, fragrance free formulas.

**High Impact Mascara, \$18.00.**

**Open and make yourself happy.**

**Happiness in a bottle.**

The wear-it-and-be-happy fragrance favourite. Bright and sparkling with a hint of citrus, a wealth of flowers.

**Clinique Happy™ Perfume Spray, \$21.00-\$69.00.**

Art Direction by Melissa Knap  
Design by Natalia Jiménez  
[www.najide.com](http://www.najide.com)



# INSERTS FOR CLINIQUE

## The gift of choice.

Choose your own springtime treat – every step of the way. Finnish design house Marimekko brings its vivid retro patterns and cheery hues to our exclusive collaboration.

1

CHOOSE  
YOUR POUCH.



2

CHOOSE YOUR  
COLLECTION.

Pick your mix of  
must-haves:  
Next-Level Lips (A) or  
Perfect Pairings (B).

3

CHOOSE YOUR  
ACCESSORY.

Pick a Marimekko-  
patterned mirror (C) or  
credit card pouch (D).

4

SPEND MORE,  
CHOOSE MORE.

Choose another  
free gift. With your  
purchase of \$55.00,  
add on your choice of  
a duo\*: All About  
Shadow\*\* Quad  
and High Impact\*\*  
Mascara (E) or  
Moisture Surge\*\*  
Overnight Mask and  
Moisture Surge\*\*  
Face Spray Thirsty  
Skin Relief (F).

5

GET EVEN MORE.

With your purchase  
of \$75.00, take it all  
home in a roomy  
Marimekko tote – big  
enough to fit all 9  
pieces. Hurry—it won't  
last long. Quantities  
of this tote are limited.

\*One offer to client,  
please. While supplies last.

## The gift of choice. 1

Choose your own springtime treat – every step of the way. Finnish design house Marimekko brings its vivid retro patterns and cheery hues to our exclusive collaboration.

CHOOSE  
YOUR POUCH.

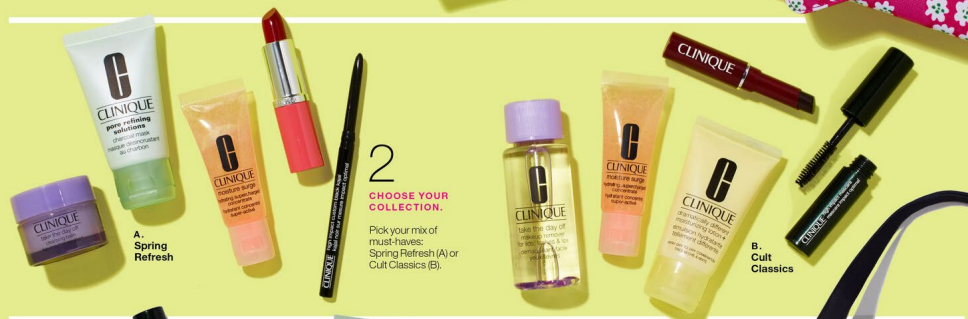
Your choice of  
cosmetic bag and  
coordinating  
mini accessory.



2

CHOOSE YOUR  
COLLECTION.

Pick your mix of  
must-haves:  
Spring Refresh (A) or  
Cult Classics (B).



3

SPEND MORE,  
GET MORE.

Choose another  
free gift. With your  
purchase of \$55, add  
on your choice of  
a duo: a 4-pair  
eyeshadow quad  
and High Impact\*\*  
Mascara (C) or a 7 Day  
Scrub Cream Rinse-  
Off Formula and  
Clinique Pop\*\* Matte  
Lip Colour  
+ Primer (D).

4

GET EVEN MORE.

With your purchase of  
\$75, take it all home  
in a roomy  
Marimekko tote –  
big enough to fit  
all 9 pieces. Hurry  
– it won't last long.  
Quantities of this tote  
are limited.

\*One offer to client,  
please. While supplies last.



PROJECT NAME

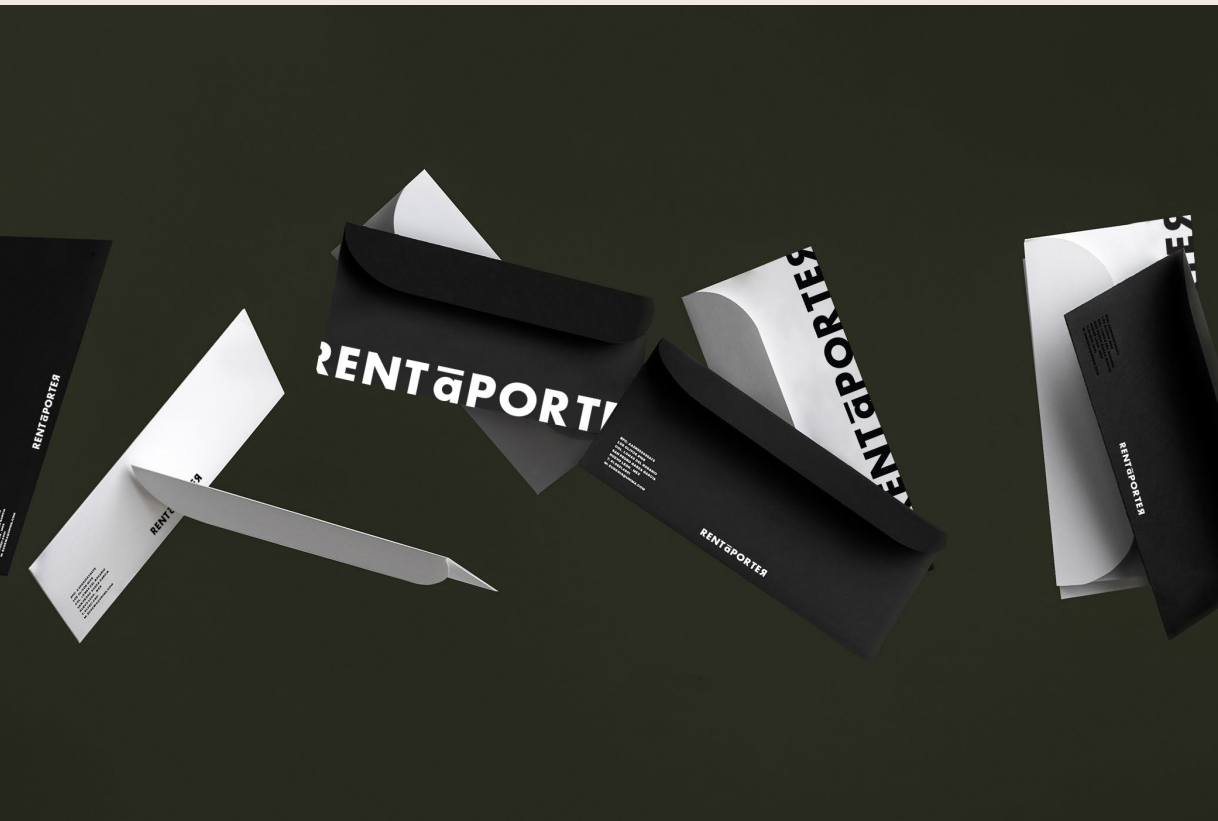
Printed Inserts

CLIENT

Clinique

PROJECT DATES

May 2017



# BRANDING, STRATEGY & CAMPAIGN

Rent a Porter is my fashion rental start-up. It was born as shared economy companies became more and more common. I have been increasingly concerned about the social and environmental impact of the fashion industry due to the surge of fast fashion. This has been a project that mixes all my favorite things together: design, fashion, marketing and activism.

PROJECT NAME	RENT A PORTER
CLIENT	RENT A PORTER
DATE	December 2020



# RENTāPORTER

WE ARE CONSUMING 400% MORE

CLOTHES THAN 20 YEARS AGO - WE ARE CONSUMING 400% MORE CLOTHES

THAN 20 YEARS AGO



Creative direction and design

by Natalia Jiménez



RENT A PORTER



### la enagua gamine

La enagua Gamine de la marca Newyorkina Orseound Iris es sumamente versátil. La podés usar para un evento sofisticado o mas casual. Te compartimos algunas ideas a continuación.

#### SWEATER WEATHER

Para los días "fríos" bajos los estándares costarricenses. Agregale un suéter de cashmere para tone down el edge de la enagua.

alquilar



#### (NOT SO) BUSINESS CASUAL

Blazer no siempre es sinónimo de office appropriate, pero es la mezcla perfecta de sexy y cool.

alquilar

#### CHIC T-SHIRT

Andar en t-shirt no tiene que ser "informal". La gamine skirt eleva cualquier tshirt que querás usar. No solo es sexy but cool.

alquilar



PROJECT NAME	RENT A PORTER
CLIENT	RENT A PORTER
DATE	December 2020

# FOREVER 21



I targeted Forever XXI's as emblematic of the environmental and social problems within the fashion industry. Digital totems inside a shopping mall were designed to question consumers whether they actually need what they are about to buy by informing them about the problem with buying fast fashion.

**MULTIPLAZA**

**ARE YOU SURE YOU WANT TO BUY THAT GARMENT?**

It depends on the *excessive use* of the *earth's natural resources*.

Relies primarily on *underpaid and outsourced labor from women*

It is so cheap; makes you think of clothes as *disposable*

**FAST FASH10N**

It makes you think that *what you have is not good enough* and you need to buy more to feel and look better.

It is made primarily of polyester, which *sheds microplastics* in our water systems every time you wash it.

**JOIN THE REVOLUTION**

**RENTAPORTER** | @RENT\_APORTER | WWW.RENTAPORTER.STORE

**imc**



# NATALIA JIMENEZ

## LOCATION

Los Angeles,  
California

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## SOCIAL

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