Natalia Fernandez-Davila Paredes

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EXPERIENCE

Founder **January 2026 – Present**
Kamay Collective ***Washington, DC***

- Founded and operate a creative production company, leading projects from creative concept and strategy through execution while building a client base in the DMV area.
- Manage client relationships, budgeting, scheduling, project coordination, and vendor communications to deliver creative projects aligned with client goals and brand standards.
- Develop creative strategies, visual identities, and branded content for small businesses and artists, translating client visions into cohesive visual experiences.

Graphic Design / Marketing **March 2026 – July 2026**
Black Sesame Rolls ***Fairfax, VA***

- Redesigned the company website interface using visual design, and user-centered design principles, translating business and customer needs into a cohesive digital experience.
- Developed brand identity and marketing collateral, including promotional graphics, social media assets, video content, and campaigns. Grew Instagram following 400% (from 200 to 1,000 followers) through personal connections and content.
- Launched and managed TikTok content strategy while leading customer-facing market operations and developing Excel inventory systems, combining creative direction, digital marketing, project coordination, and business operations.

UX Design Researcher **August 2025 – December 2025**
National Gallery of Art ***Washington, DC***

- Designed an accessible mobile app prototype in Figma, translating museum visitor needs into user flows, wireframes, interface concepts, and interactive prototypes.
- Conducted user research, interviews, behavioral observations, and usability testing with 50+ visitors over the span of four months and applied human-centered design, journey mapping, and accessibility to our deliverables.
- Synthesized research insights into design solutions and collaborated with institutional stakeholders to balance user experience, content strategy, accessibility, and organizational goals.

Exhibition Design Collaborator **January 2025 – May 2025**
Corcoran School of Arts and Design ***Washington, DC***

- Collaborated with a team of 20+ curators, museum staff, and cultural stakeholders on the creative direction, visual design, and visitor experience for an educational exhibition featuring Indigenous photography
- Designed an interactive touchscreen interface in Figma, integrating annotated photography, historical context, information architecture, and visual communication.
- Translated research and stakeholder input into a cohesive exhibition and digital experience, applying accessible, culturally responsive, and human-centered design throughout the project.

EDUCATION

George Washington University **Washington, DC**
BA in Interaction Design, Minor in Theatre. Presidential Academic Scholarship (merit-based). ***May 2026***

- Relevant Coursework: Engineering Drawing and Computer Graphics (AutoCAD, SolidWorks)

SKILLS

Design Tools: Figma, InDesign, Illustrator, Photoshop, After Effects, Blender, TouchDesigner, Premiere Pro, Framer, React, Canva, AutoCAD, CAD tools, SolidWorks

Technical Skills: HTML, CSS, Python, JavaScript, Excel, G Suite, Microsoft Office

Languages: English (native), Spanish (native), French (intermediate)

AWARDS & HONORS

- Board of Education Seal of Biliteracy (Spanish)
- Board of Education Scholastic Excellence