

Experience & Projects Most Recent

Ad Summit

Creative Director - Mississauga, ON
May 2017 - Present

- Pioneered and executed the first ever student-led conference for creative thinkers to connect and collaborate in the intersections of advertising, in the Greater Toronto Area.
- Cultivated a network of speakers from Google, Facebook, Shopify, TED, Vice, and The Score to train delegates in strategy, design, and copywriting.
- Established a new brand from scratch whilst developing a website, style guides, and visual design components for the conference.

Famous Folks

Graphic & UX Design Intern - Toronto, ON
May 2017 - August 2017

- Strengthened and expedited the internal design process by overseeing branding, print, and UI/UX design projects for clients like Eden Park, Garden Gangsters, and Cadillac Fairview.
- Advocated for design thinking and a human-centered approach for a more refined design process.

Undergraduate Commerce Society

Promotions Director - Mississauga, ON
May 2016 - April 2017

- Conceptualized impactful marketing collateral for over 40+ social & professional events, involving names like KPMG, Indeed, TD, and Loblaws, on behalf of the largest academic society on campus.

GroupBy Inc.

UX Design & Marketing Intern - Toronto, ON
May 2016 - April 2017

- Developed, prototyped, and deployed a new streamlined website, under the counsel of the CEO, to showcase GroupBy's disruptive e-commerce software solutions.
- Built and formalized adjacent B2B brand components like copywriting, style guides, white papers and flyers for acclaimed events like E-Tail East and the Royal Winter Fair.
- Collaborated with the engineering, UX, customer solutions, and executive team to refine website prototypes for clients like Urban Outfitters and CVS.

ICUBE Accelerator

Design Intern - Mississauga, ON
September 2015 - May 2016

- Revitalized I-CUBE's visual brand with a new logo, style guide and color palette to appeal to a retargeted demographic.

Other Jobs

Leo Burnett

Creative Intern
Jakarta, Indonesia
May 2015 - August 2015

Freelance

Visual & UX Design
Multiple Cities
August 2012 - Present

Education

University of Toronto
Bachelor of Arts
Digital Enterprise Management
Specialist
CGPA 3.51
Graduating June 2018

Sheridan College
Certificate
Digital Communication
and Media
Graduating June 2018

Bitmaker
Front-End Development
July 2016

Skills

Programming & Prototyping
HTML5, CSS3, Basic Javascript
& PHP, InVision, Sketch,
Webflow, Wordpress, Framer

Creative & Others
Adobe Creative Cloud,
Maxon Cinema 4D, Zendesk,
Drupal, Salesforce, 3D printing,
Slic3r, Pronterface

Interested in Learning
CoffeeScript, Framer,,
ensorFlow, Magenta

Recognition

Advertising & Design Club of
Canada 2017
Merit Winner in Graphic Design

University of Toronto
Mississauga
Faculty of Arts Dean's List
2014 - 2017

ICCIT Award
for Creative Excellence
2016 - 2017

University of Toronto
Mississauga
Entrance Award
2014

University of Waterloo
Presidential Scholarship of
Distinction
2014

Contact

natashatenggoro@gmail.com
+1 (647) 869-3899

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Profile

Natasha has worked with independent studios, start-ups, and global advertising agencies.

If you are looking for a designer with simple solutions and excellent craftsmanship, contact her above.