



Natalia Rocafuerte

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SOFTWARE EXPERIENCE

Premiere
Photoshop
After Effects
InDesign
Lens Studio
Final Cut X

11.2022 - Present | [Creative Director](#) | [Previously JR Curator](#)

Automotive Hall of Fame - Dearborn, MI

Researcher, curator and editor for Achievement: African American's in Automotive. Researcher of 18 African American Automotive Industry Influencers, acquire license and digital loan agreements from GM, Ford, and Honda Archives. Producer for 6 mini documentaries on 2023 inductees. Coordinated 3rd party production design teams in pre-production and on-set to ensure the look and feel is consistent and on-brand. Communicate with client throughout the life cycle of a campaign.

SKILLS

Creative Director
Motion Graphics
Digital Archiving
Illustration
Sound Design
Video Production
Editing
Research
Branding
Retouching
Graphic Design

11.2016 - Present | [Creative Director and Producer](#) |

Creative Archive Editor - Austin, TX - Austin, TX

Freelance video editor and creative services producer for archives, brands and museums using analog and archival techniques. Past Clients and collaborators include: HBO, Giphy, Mexic-Arte Museum, Future Traditions, Big Medium, MIRAAA Media Festival, BabesFest, The Contemporary Austin, Senorita Cinema, LVRE (Berlin Based), United We Dream, Ballroom Marfa, and University of Michigan

11.2020 - 07.2023 | [Creative and Executive Director](#) |

Independent Film Festival Ypsilanti - Ypsilanti, MI

Program curator, education program organizer and grants/funding researcher. Collaborated with Private and City organizations on programming. Curated a Short LGBTQIA+ program. Lead production design efforts and website content. Coordinate with artists, and board.

Education

University of Michigan

MFA in Digital Arts

09. 2021 - 07.2023 | [Research Assistant and Co-Producer](#) |

University of Michigan - Ann Arbor, MI

Research assistant for Phoebe Gloeckner's Smithsonian Fellowship funded bilingual video and literary project. Digitize and transcribe analog video formats as well as editing in various softwares.

Texas State University

Bachelor of Arts
Minor in Art History

09. 2018 - 12.2021 | [Graphic Artist in Residence](#) |

Civic Arts Austin - Austin, TX

Provide Art Direction for digital, social, experiential, and broadcast campaigns for community and resource group. Develop concepts and illustrate calendars, graphics and poster campaigns. Direct animation projects from concept through post production.

02.2016 - 05.2018 | [Graphic Designer and Illustrator](#) |

Building and Strengthening Tenant Action - Austin, TX

Non-Profit tenant union organizing arm of Texas Rio Grande Legal Aid. Logo Designer, Graphic Icon Designer and graphic book designer. Illustrator of 20 page comic book for tenant repairs titled "It Dripped from the Vent".

NOTEABLE AWARDS

2023 Art Prize

[Artist Seed Grant Recipient](#)

2022 Jean Paul Slusser Honorable Mention Award

[Dream Machine Archive \(Project\)](#)

2021 59th Ann Arbor Film Festival

[Best Michigan Filmmaker Award](#)