NATALIA FERNÁNDEZ CASASFRANCO

ART DIRECTOR · BRAND IDENTITY · GRAPHIC DESIGNER

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PROFILE

Art director and brand designer, I tell stories through images, with an editorial eye and a visual language of my own. Trained in fashion and textile design in Colombia, then in art direction in Paris, I have worked on brand identity, print and digital campaigns, photo shoot production and print design for luxury, fashion and hospitality. Co-founder of Curato Collective.

PROFESSIONAL experience

Co-founder, Art Direction
Since May 2026

Curato Collective, Paris

- Created the brand identity, brandbook and logotype.
- Designed presentation decks for content creators and partner venues (FR, EN).
- Art direction of the image: photo selection, editorial tone, print and digital materials.

Host
Since February 2026

Gigi, Paris Society, Paris

- Welcoming an international, high-end clientele; managing reservations and table seating.
- Responsible for the first impression and the guest experience, working closely with floor and kitchen teams.

Visual Communication Apprentice
2023 to 2025

JAIIO, France

- Rolled out multi-format print and digital campaigns.
- Created content for social media and e-commerce.

Communication and Art Direction Officer
2022 to 2023

Lanzarope, Paris

- Art direction and photo shoot production.
- Designed the visual identity and communication materials.

Intern
2021

Cult Hera, Colombia

- Designed prints and patterns, prepared files for production.

EDUCATION

MBA in Art Direction
2023 to 2025

ISG Luxury Management, Paris

Fashion and Textile Design
2016 to 2021

La Colegiatura, Colombia

SKILLS

Creative: art direction, brand identity, brand storytelling, editorial design and layout, illustration, print design, photo shoot production, social media content.

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), After Effects, Rhinoceros 3D, Canva.

Generative AI: Midjourney, Adobe Firefly.

LANGUAGES

Spanish: native

French: fluent

English: fluent