



NATHAN BECKER

Visual, UX & Brand Design: 15 years of responsive design for web, mobile, and multimedia. I thrive on leveraging technology and collaboration to build innovative products and beautiful ideas. He/him.

EXPERIENCE

MARCOM STUDIO ARTIST

Hogarth Worldwide, Contract at Apple in Cupertino

2020

- Created customer-facing content for international use: high-res pixel-perfect UI, screens, and images seen by millions.
- Collaborated, designed, and delivered assets scrutinized by the most demanding creatives and executives in the world.

ART DIRECTOR

Summer Search, National Nonprofit HQ in San Francisco

2015–2019

Playworks, National Nonprofit Design & Web Manager

2014–2015

- Art Directed hundreds of digital materials YOY like landing pages, annual reports, emails, social, campaigns, events.
- Directed the implementation of the brand style guide across all marketing and communications.
- Exceptional product management: trafficked, budgeted, and scheduled launches, vendors, and publishing.
- Co-presented "Brandstorms" with the CMO, interactive design workshops and stakeholder interviews.
- Built UX, interactive, print, and digital content. Collaborated on builds, debugging, and Salesforce data management.
- Supervised 23 offices' homepages with their local teams across the country.

CREATIVE PRODUCER

Condé Nast, CorpCom Technology at New York Publishing Titan

2012–2013

- Designed daily web content for Vogue, GQ, Wired, Vanity Fair, and The New Yorker at condenast.com.
- 2013 Webby Award Nominee and 2013 Gold Pixel Award winner.
- Managed intranet (serving 5K+ employees) with daily content design, facilitated communications across 30 brands.
- Shipped daily emails of brand headlines in the news. Edited and posted videos to building's digital displays.
- Produced large-scale environmental graphics, signage, and gallery walks for our Times Square lobby.

UX & VISUAL DESIGN INTERN

2011, 2012

- Lucas Entertainment, NYC, Contract UX, UI, streaming, nav, search, landing pages, galleries, community, billing
- Kargo Mobile, NYC, Contract Advertising agency for interactive, video, ad, and branding for mobile clients including work I did for LG, Axe, VH1, Complex, and Radar

CREATIVE DIRECTOR

American Chemistry Society and magazine in Washington DC

2005–2010

- Managed a small design and production studio, creating the preeminent C&EN weekly news magazine and website.
- Art directed photos, illustrations, covers, and special features. Designed e-reader, web exclusives, email templates.
- Directed production schedule, budgets, expenses. Hired photographers, illustrators, stock, news vendors.

EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN in NY

MFA, Design & Technology

Studio-based 2yr full-time UX, web/app design, prototyping, interactivity, streaming, social, mobile, maps, code. Curated and exhibited a gallery of crowdsourced photos from the app I invented for Parsons Fest. Taught MFA students as a Design Teaching Fellow. Top design school ranked YOY.

JAMES MADISON UNIVERSITY in VA

BA, Media Art & Design

Visual Communications Concentration and Art History Minor

SKILLS

ADOBE CREATIVE Photoshop, Illustrator, InDesign, XD, Audition, Acrobat, layout, typography, color, grids

WEB & EMAIL HTML, JavaScript, jQuery, CSS, Google analytics, PHP, WP, Drupal, SQL, coding

PRODUCT Figma, Sketch, InVision, wireframes, prototyping

VIDEO Final Cut, Premiere, After Effects, storyboarding, motion graphics, photography

PRESENTATION Keynote, Powerpoint, strong presenter