



NATHAN BECKER—VISUAL DESIGN

Ten years of visual, content, and brand design for mobile and web products at Apple, Condé Nast, and Summer Search

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EXPERIENCE

CREATIVE DESIGN AND CONTENT SPECIALIST

2021–2022

Talis Bio (diagnostic testing in healthcare)

Remote | Menlo Park, CA

- Led the visual strategy and design of branding, storytelling, marketing, and advertising.
- Replaced the brand book and prior branding with an overhauled new Design System across all products.
- Designed the wireframes, UX, user journeys, and interface design for the website talisbio.com.
- Created original assets, illustrations, and templates utilized for web, mobile, ads, email, and social media.

STUDIO ARTIST

2020–2021

Apple (via Hogarth Worldwide contract)

Remote | Cupertino, CA

- Production designer for customer-facing UI and screens for all devices (computers, tablets, phones, watches, etc.) and apps (Notes, Calendar, Procreate, Home, Siri, etc.)
- Worked globally by responding to localization, accessibility, translation, and cultural considerations.

ART DIRECTOR

2015–2019

Summer Search (national education and diversity nonprofit)

San Francisco, CA

- Designed hundreds of digital materials like web-pages, annual reports, email, social campaigns, events.
- Directed the implementation of the brand style guide across marketing and communications.
- Co-conducted "Brandstorms," interactive design workshops and stakeholder interviews with the CMO.

DESIGN AND WEB MANAGER

2014–2015

Playworks (national playground and inclusion nonprofit)

Oakland, CA

- Designed web/mobile, interactive, digital, and print products. Tracked, budgeted, and scheduled launches.
- Collaborated on builds, debugging, pay forms, and Salesforce data management.

CREATIVE PRODUCER, CORPCOM TECHNOLOGY

2012–2013

Condé Nast (media and publishing brands)

New York, NY

- Designed daily web content for Vogue, GQ, Wired, Vanity Fair, and The New Yorker at condenast.com.
- Managed intranet content and collaborated on intranet redesign, connecting employees across 30 brands.
- Produced videos for building displays. Created building signage and gallery-walk for Times Square lobby.
- Received a 2013 Gold Pixel Award and nominated for a 2013 Webby Award for best website.

EDUCATION

GOOGLE CERTIFIED: Prototypes. Wireframes. UX Research.
Project Management Specialist

2022

Remote | Mountain View, CA

MASTER OF FINE ARTS (MFA) IN DESIGN AND TECHNOLOGY

2010–2012

Parsons the New School for Design

New York, NY

- Full-time studio, UX, app design, interactive prototypes, maps, code.
- Created a photo-sharing app for Parsons Fest and exhibited the gallery of crowd-sourced photography.

BACHELOR OF SCIENCE (BS) in Media, Art, and Design from James Madison University

VA, 97

Visual Communications Concentration, Art History Minor

SKILLS/TOOLS

UX Figma, Sketch, InVision, XD, sketches, wireframes, low-fi, high-fi, prototyping, mockups, user research

CREATIVE Adobe CC, XD, Photoshop, Illustrator, InDesign, Procreate, Acrobat, grids, typography, color

WEB Working knowledge of HTML, CSS, JavaScript, jQuery, Google analytics, PHP, coding

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

PROJECT MANAGEMENT Google PM Specialist, Asana, Keynote, Powerpoint, Zoom, public speaking