



Nathan Greenwood

Creative Direction & UX Design

Contact

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Education

Illinois Institute of Art: Schaumburg
Bachelor of Fine Arts
Major: Game Art & Design

University of Wisconsin: Marathon County
Associates Degree
Major: Liberal Arts

Advanced Skills & Expertize

- Adobe Creative Suite
- Figma/Invision/Jira
- Autodesk 3ds Max
- HTML/CSS/Javascript
- Design Principles
- Color Theory
- UI/UX Architecture & Functionality
- Print Layouts/Composition
- Strong Conceptual Thinking
- Creative Team Management
- Print/Web/Interactive Design
- Cross-Channel Marketing
- Messaging & Branding Consistency
- Copywriting & Storyboarding
- Visual Communications

Personal Statement

To me, being a creative is so much more than the artistry - it's about being a funnel: learning, absorbing and understanding all parts of a business or problem in order to craft impactful solutions.

What energizes and motivates me the most is doing work in a group setting that has meaning greater than the bottom line, and makes an impact by affecting people in a positive way.

Work Experience

Art Director
Envano, Inc
2020 - Present

- Lead team of designers; collaborate with stakeholders and clients on all assigned projects; mentor Associate/Senior Designers on projects. Develop their skills at collaborative idea generation and creativity. Lead an ongoing creative process that elicits brand-true creative concepts in close cooperation with stakeholders.
- Create digital and print experiences considering current and future usability, functionality, product knowledge, brand standards, sales trends, and available information. Suggests design possibilities and confers with stakeholders/clients as opportunities arise. Expresses an advanced knowledge of color theory, design principles, UI/UX, print layouts/composition, and demonstrate strong conceptual thinking in all media.
- Arrange layouts of graphics/copy, participate in creative project development based upon supplied guidelines and instructions, brand protocol, available space, knowledge of layout principles and aesthetic design concepts.
- Research current marketing and communication trends to ensure designs are appropriate for the target audience; communicate with team/clients during development process; confirm project specs/mechanicals during preproduction phase.

Art Director
Foot Locker, Inc
2015 - 2020

- Developed and executed comprehensive creative campaign plans, in concert with eCommerce Marketing Managers, Corporate brand team, Merchandising team, Copy team, and other stakeholders to support sales objectives of the store banners. This included the creative management of all store banner sites.
- Managed a team of 16 design and marketing professionals. Assigned design projects to team, matching workloads to individual strengths when possible and adjusting workloads to account for production peaks and troughs as needed. Ensure all deadlines are met. Lead and set the vision for major strategic projects.
- Created digital and print experiences considering current and future usability, functionality, product knowledge, brand standards, sales trends, and available information. Suggests design possibilities and confers with stakeholders as opportunities arise. Expresses an advanced knowledge of color theory, design principles, site functionality, site architecture, user interfaces, navigation, print layouts/composition, and demonstrates strong conceptual thinking in all media.

Design Supervisor
Foot Locker, Inc
2013 - 2015

- Was responsible for setting the standards and ensuring consistency to the assigned design teams and setting the vision for all strategic design projects. The area of supervision includes Web/Digital Design, Team Sales Design, and Partner Brands Print/Special Projects Design.
- Conceptualized, produced, UI/UX designed mock-ups, including responsive, mobile and tablet-friendly interactive sites and social media integration.
- Supported design services for the Partner Marketing Department within the Footlocker.com Wausau Branch.
- Redesigned the entire creative team and processes, Fostering an environment of multidisciplinary collaboration and creative problem-solving that helped define the future of the Wausau Creative Branch.