



Qualifications Profile

Extensive experience in innovative graphic design, including print and multimedia applications.

Strong collaborative and interpersonal skills, combined with the ability to establish rapport with colleagues, creative teams and clients.

Organizational expertise demonstrated through leadership and team coordination of marketing design projects, while performing within strict time lines in a multitask environment.

Media Applications

Platform: Mac OS 9/10, Windows

Software Expertise: Adobe In Design, Illustrator and Photoshop; Macromedia Dreamweaver, Flash, and Fireworks; Quark XPress; Microsoft Office Suite and Keynote

Online Development: HTML and CSS

Education

Louisiana State University
Baton Rouge, LA
August 2000 – May 2004
Bachelors of Fine Arts in Studio Art
Cum Laude
Concentration: Graphic Design

{Contact}

985-705-0244

nmccollum019@yahoo.com

{Portfolio}

NathanMccollum.com

Experience

April 2013
to Present

The Integer Group: *Senior Creative Designer* – Denver, CO

In charge of both conceiving and producing all in-restaurant and online promotional material for Red Robin Gourmet Burgers and Brews. Work includes: menus, promotional items (promo cards, lobby banners, etc.), digital advertising, social content, email campaigns, broadcast, flyers, gift cards and trade show booths. Collaborate with team and photographers by providing sketches, pre-production notes and working onsite to produce new promotional campaigns. Also assist the team in selecting and presenting final compositions to Red Robin Marketing Team.

Major accomplishments include growing the Red Robin account by winning the editorial and digital advertising business. Producing an award winning campaign that included invites and a gift card design that evolved into a nationwide “Ugly Sweater Event”. Helped concept and produce successful Red Robin/X-Men campaign which included broadcast and other promotional collateral.

Clients include Red Robin, MillerCoors and Dexcom

August 2010
to April 2013

Peter Mayer Advertising: *Interactive Art Director* – Remote Denver, CO

Main Office – New Orleans, LA

Designed and developed interactive presentations and advertisements such as websites, online banners and social media. Maintained updates in creative and user experience in various websites, and named lead art director for CenturyLink Prism™ TV. Worked closely with developers to maintain both design and usability. Concepted, designed and developed various online advertisements, which included both flash display ads and rich media banners. Also, worked with offline creative to concept and produce direct mail campaigns, TV spots and product campaigns. Assisted the production team with photo retouching and manipulation for print collateral.

Major accomplishments included updating the identity of CenturyLink Prism 2.0. Development of a limited time themed menu for Mellow Mushroom. Concepting and designing the full merger collateral (microsite, ATM screens, online banner and mobile sites) for Hancock/Whitney Bank.

Clients include CenturyLink, Mellow Mushroom, Zatarain’s, Hancock/Whitney Bank and Piccadilly

June 2005
to Oct 2006

Imaginal Marketing Group: *Senior Graphic Designer* – New Orleans, LA

Created promotional materials and sales collateral for exclusive nationwide Aveda concept salons and local contracts. Established professional relationships with print vendors. Accountable for in-store collateral, brochures, HTML/Flash based websites, environmental advertisement, runway displays, expo exhibits, direct mail and email campaigns. Mentored beginning designers and freelancers.

Major accomplishments include direction and development of the Imaginal Marketing identity and successful merger of marketing identity of Extended Technologies.

Clients include Aveda, Paris Parker Salon & Spas, Neill Corporation, Aveda Institutes, Scott J Salons & Spas, Extended Technologies, Etopa and Barrasso Counselors at Law

July 2008
to Sep 2008

BeDesign: *Freelance Art Director* – Hollywood, CA

Involved in the production and creative for entertainment Key Art, such as One Sheets and DVD key art. Also produced marketing trade ads and other theatrical and home entertainment collateral.

Major accomplishments include multi Key Art presentations.

Clients include Sony Pictures Entertainment, Genius Entertainment, LionsGate, Magnet, Magnolia and Millennium

Sep 2006
to July 2008

Fluent Advertising: *Art Director* – Hollywood, CA

Contracted as lead designer for the art direction of promotional items for Sony Pictures Television International. Hired on full time in December, 2006. Involved in the production and editing of multiple home entertainment products such as Key Art, One Sheets, DVD wraps, Screener Ads, Trade Ads and Standees.

Major accomplishments include production and direction for Sony Pictures Television International’s promotional coffee table book. Multiple Key Art presentations and entertainment packaging.

Clients include Sony Pictures Entertainment, Paramount, Warner Brothers, Westlake Entertainment, First Look and Genius Products

March 2009
to July 2010

Imaginal Marketing Group: *Senior Graphic Designer* – New Orleans, LA

Created promotional materials and sales collateral for exclusive nationwide Aveda concept salons and local contracts. *See above for full description.*

June 2004
to May 2005

Neill Corporation: *Print/Web Graphic Designer* – Hammond, LA

Concepted, developed and instituted print and multimedia collateral for Neill Marketing. Collaborated in the design and updating of Neill’s family of business websites. Produced targeted HTML e-mail campaigns, and created animated Flash introductions.

Major accomplishments included being instrumental in the design and construction of Serious Business, which encompassed brochures and advertising media. Consistently recognized for fresh and innovative ideas and applications. Recruited by Imaginal Marketing Group to become their new Senior Graphic Designer.