



NATHAN BECKER DESIGN

Twenty plus years of visual, content, and brand design leadership for mobile and web products. Former Apple, Condé Nast, Summer Search.

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EXPERIENCE

VISUAL DESIGNER

Clean Power Alliance (U.S. #1 green power provider)

2022–present
Los Angeles, CA

- Provide strategy to improve design and UX, creating wireframes and user flows. Apply existing design systems to create UI and launch many new web products, collaborating with many teams.
- Provided reliable and timely support for incoming digital help requests as CPADigital—shortening turnaround time for web posting and providing excellent help-desk customer service internally.
- Built webpages, collateral, display ads, social media, content, and emails in English, Spanish, and Chinese.

CREATIVE DESIGN AND CONTENT SPECIALIST

Talis Bio (diagnostic testing in healthcare)

2021–2022
Menlo Park, CA

- Led the visual strategy and design of branding, storytelling, marketing, and advertising.
- Designed the design system, wireframes, UX, and interface design for the website talisbio.com.
- Created original assets, illustrations, and templates utilized for web, mobile, ads, email, and social media.

STUDIO SCREEN ARTIST

Apple (via Hogarth Worldwide contract)

2020–2021
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

Summer Search (national education and diversity nonprofit)

2015–2019
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

Playworks (national playground and inclusion nonprofit)

2014–2015
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.

EDUCATION

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

2022
Mountain View, CA

MASTER OF FINE ARTS (MFA) IN DESIGN AND TECHNOLOGY

Parsons the New School for Design

2010–2012
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

Visual Communications Concentration, Art History Minor

VA, 97

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, image retouching

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