



NATHAN BECKER

Twelve years of visual, UX, 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.

MARCOM STUDIO ARTIST

2020-2021

Apple (via Hogarth Worldwide contract)

Remote | Cupertino, CA

- Created customer-facing high-resolution pixel-perfect interfaces and screens for international use.
- Collaborated, designed, updated, and delivered assets showcased on a global scale across all channels.

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 with daily content design, which facilitated communication 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.

UX DESIGNER, contract at Lucas Entertainment (video streaming)

2012

Optimized sales UX, streaming, IU, nav/search, graphics, galleries, community, and billing.

New York, NY

VISUAL DESIGNER, contract at Kargo Mobile (advertising agency)

2011

Designed interactive and mobile video ads and delivery for clients like VH1 and Complex.

New York, NY

EDUCATION

MASTER OF FINE ARTS IN DESIGN AND TECHNOLOGY

2010-2012

Parsons the New School for Design

New York, NY

- Full-time studio, UX, app design, interactive prototypes, social, maps, code. Studied abroad in Beijing.
- Created a photo-sharing app for Parsons Fest and exhibited the gallery of crowd-sourced photography.
- Taught MFA students as a Design Teaching Fellow at the #1-ranked design school in the US.

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

Harrisonburg, VA

Visual Communications Concentration, Art History Minor, studied abroad in Florence.

SKILLS/TOOLS

CREATIVE Adobe CC, Photoshop, Illustrator, InDesign, Procreate, Acrobat, layout, typography, color

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

UX Figma, Sketch, InVision, XD, wireframes, prototyping

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

PRESENTATION Keynote, Powerpoint, Zoom, public speaking