

NATHAN BARILKA

SENIOR DESIGNER

CONTACT

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INTERESTS



EXPERIENCE



SR. DIGITAL DESIGNER, BRAND SERVICES
MAY 2014 – PRESENT

- Design digital marketing materials for email marketing, digital advertising, social properties, mobile and website (including e-commerce)
- Develop and present designs to Senior VP of Brand Services on a weekly schedule, demonstrating the ability to communicate forward thinking and addressing feedback from key stakeholders while adhering to strict deadlines and brand integrity
- Support new product launches (i.e. HERO4 Cameras, HERO Family)
- Elevate and maintain a high level of design for all digital marketing materials
- Lead creative asset distribution, edits and cataloging for various digital streaming channels including Roku, xbox 360, xbox One, Windows 8, etc.

TOMS

DIGITAL DESIGNER
AUGUST 2013 - MARCH 2014

- Maintain look and feel of TOMS web and digital assets, in accordance with Brand Guidelines by working with Creative and E-Commerce Marketing teams, while developing and refining design assets that address E-Commerce's goals
- Develop digital web designs that effectively communicate the messages and goals required by E-Commerce and Marketing
- Participate in initial planning of Web assets in collaboration with art director and project lead to discuss ideas for the layout and organization of TOMS.com website and additional digital assets. (Including but not limited to: type, color, imagery, etc.)
- Work with copywriters to incorporate strong messaging and strategic call-to-action into web designs



DESIGN DIRECTOR
MARCH 2010 - JULY 2013

- Leading company wide creative initiatives including all website/webpage content development, creative advertising and email campaigns, video and photography production, product photography, package design, print material and product development
- Design and supervise all print projects for internal product/procedure management and promotional events
- Photograph, edit and produce all product and lifecycle photography + video for seasonal product launches and promotional campaigns for ecommerce and tradeshow applications
- Research, develop and maintain working relationship with suppliers and contact partners, reducing company overhead while accelerating case production and department efficiencies

FREELANCE/CONTRACT GRAPHIC DESIGN
JANUARY 2008 - PRESENT

EDUCATION

BACHELOR OF ARTS, GRAPHIC DESIGN, MINOR: DIGITAL MEDIA
DREXEL UNIVERSITY, PHILADELPHIA | 2004

TECHNICAL SKILLS

- ADOBE CREATIVE SUITE
- MICROSOFT OFFICE
- ADOBE LIGHTROOM
- SKETCH
- QUARK
- CSS MANIPULATION
- WORDPRESS
- PHOTOMATIX PRO
- RED GIANT MAGIC BULLET SUITE