

NATHAN BARILKA

SENIOR CREATIVE MANAGER

CONTACT

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ABOUT

Senior Creative Manager with over 13 years of in-house design agency experience. Proficient in both digital and print design, with photography art direction experience for product and lifestyle photography.

PROFICIENCIES

- Creative Team Management
- Art Direction • Project Management
- Digital Design • Mobile Design
- Print Design • Packaging & POP
- Marketing • Social • User Experience
- Targeted Email Campaigning

EDUCATION

Bachelor of Arts, Graphic Design
Minor: Digital Media
Drexel University, Philadelphia PA



SR. CREATIVE MANAGER
FEBRUARY 2021 – PRESENT

- Lead a team of designers on creative initiatives from concept to completion with a large focus on internal brands in the hunting space.
- Establish purposeful brand growth while protecting integrity of existing brand messaging, visual language and identity via brand guidelines.
- Work collaboratively with marketing teams, product developers, merchants and leadership teams on prioritizing creative initiatives.
- Ideate, plan and direct photo shoots for internal hunting brands/pursuits and Tracker Off-Road for all marketing needs, both print and digital.



ASSOCIATE CREATIVE DIRECTOR
JULY 2020 – JANUARY 2021

- Lead brand exploration and provide creative direction for multi-disciplinary group of designers to develop digital and app-based initiatives.
- Ideate and refine brand identity across digital platforms including website, email, social and mobile based projects.
- Cross functional liaison for the creative department with other teams including development, product design, UX and leadership.
- Support for Packaging and Channel teams on partner retail outlets.



DIGITAL CREATIVE MANAGER POTTERY BARN KIDS & TEEN
AUGUST 2019 - JULY 2020

- Digital Creative Manager for **potterybarnkids.com** & **potterybarnteen.com** overseeing a team of digital designers responsible for website and email creative.
- Supervise promotional and seasonal campaign projects across the two websites, including landing pages and microsites, while aligning with the email creative team for a unified brand look and feel.
- Work closely with editorial counterparts to make PBK&PBT websites, emails and digital assets reflect an accurate and aligned brand voice.
- Collaborate with cross-brand (Pottery Barn, West Elm, Williams-Sonoma, etc.) partners for larger company-wide initiatives across digital platforms.



SR. CONCEPT DESIGNER
SEPTEMBER 2017 - AUGUST 2019

- Primary focus on POP, packaging, event support and creative campaign exploration with art direction on first and third party titles including: Call of Duty: Black Ops 4, Monster Hunter: World, Ghosts of Tsushima and Death Stranding.
- Lead hardware photographer for prototypes and new products, responsible for building internal photo department, bringing product photography needs in-house.
- Supporting designer for AAA titles on all POP, packaging and digital collateral for: God of War and Marvel Spider-Man.
- Extended knowledge of departments EPSON plotters and ESKO die-cutter with Idealliance color certification.



SR. DIGITAL DESIGNER, BRAND SERVICES
MAY 2014 – SEPTEMBER 2017

- Elevate design of digital materials for email marketing, digital advertising, social channels, 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 guidelines.
- Support new product launches (i.e. HERO4 Cameras, HERO Family, KARMA, etc.)
- Project lead for GoPro's digital streaming service, establishing processes and asset distribution for various streaming services including Roku, xbox 360, xbox One, Windows 8, etc.



DIGITAL DESIGNER
AUGUST 2013 - MARCH 2014

- Maintain TOMS brand integrity across digital platforms to align with the E-Commerce business goals and initiatives.
- Develop digital and web designs that effectively communicate the messaging of cross-functional partners in the digital space.
- Collaborate with art director and project leads to develop concepts for TOMS website and digital assets. (Including but not limited to: type, color, imagery, etc.)
- Work with copywriters to incorporate strong seasonal messaging and strategic call-to-action into web designs.