

Nathaniel Edmiston

Senior Art Director & Graphic Designer

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EXPERIENCE HIGHLIGHTS

Senior Art Director, Hugu | *September 2021 - Present*

Co-leading design and creative for Ram Trucks digital advertising and Chrysler. Other work spans across Mopar, Jeep, and Fiat. Work includes holistic ad campaigns, branded partnership creative content, internal messaging, and social advertising, including static, video, and animated creative. Past work includes art directing two product launch videos for Google Health and advertising campaigns for US Cellular, giving me experience with a wide range of clients in a short time.

Freelance Senior Art Director, MRM Detroit | *March 2021 - September 2021*

Worked with the GM loyalty teams to design efforts for their program that shows appreciation for customers and vehicle owners. Work entailed designing reward program layouts for website, email, and mobile devices, and developing, maintaining and owning a comprehensive shared style guide for agency partner work.

Freelance Art Director, Lafayette American | *July 2020 - September 2020*

Produced and created big ideas for a multitude of clients. The scope of work ranged from social media advertising, demo reel cutting, video editing, deck design and creation, pitching ideation, illustration, and animation. All of my skills were put to the test working with an engaging and supportive team.

Freelance Senior Art Director, MRM Detroit | *September 2019 - March 2020*

Designed CLM and CRM for the Chevrolet team, delivering meaningful communications to loyalty program members and Chevrolet vehicle owners. Crafted purposeful emails, directed photoshoots, taught valuable production skills to coworkers and teammates, edited and animated internal videos, and pushed creative further at every opportunity.

Art Director, TMS (The Money Source) | *February 2018 - August 2019*

Created engaging brand content, launching new products and ideas with microsites and video campaigns, delivered stellar creative for social media channels, and pushed a positive message with all creative content.

Art Director, MRM Detroit | *September 2017 - February 2018*

Created UI design and layout for sections of the GMC and Chevrolet websites. Created videos and social media campaigns for the BuyPower Card brand. Created a role for myself as the resident video editor and motion graphic designer.

Select Freelance Work | *July 2015 - Ongoing*

Client: James McHard — Art directed, laid out and designed a 400-page biography on Julio Estrada in InDesign.

Client: Muncheez — Designed, art directed and hand painted full-length wall murals in my style for their restaurant.

Jr. Art Director, MRM Detroit | *June 2015 - September 2017*

Created visual communication for both Buick and GMC CRM, including quarterly emails, dealer publications, point of sale media, and provided extensive art direction on digital owner's guides. Edited, animated for, and produced case study and explainer videos for clients within the agency, including Cadillac, Chevrolet, the Achilles Freedom Team, Buick, GMC, Coca-Cola, MRM internal communications, and more.

EDUCATION

Lawrence Technological University | *August 2011 - December 2015*

Bachelor of Fine Arts in Graphic Design

Learned expertise in Video Production & Editing, Layout, UI Design, Typography, and Interactive Mediums.

SKILLS & ABILITIES

Adept in Figma and the Adobe Creative Suite programs, including Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro. Additional proficiency in creating and maintaining digital style guides and systems, and print handling and techniques. Educated within the fields of typography, graphic design, web design, publishing, and video imaging. Additional skills include illustration, video editing and production, including 2D animation, sound design, and filming. Self-taught skills and programs include audio mixing, music production, Ableton Live, touchdesigner, some HTML and CSS.