

Experience

I am an accomplished brand manager, interface designer, and director-level business consultant with over a decade of experience within the creative industry.

Nathan Rafter

The following list of curated projects and industry recognition is from the past 5 years.

Consultant

JAN 2005 - PRESENT

- Senior User Experience Designer for Honda’s Roadside Assistance application.
- Lead User Experience Designer for the document repository application Doculent.
- Webmaster and Designer for Atlanta Brave Craig Kimbrel and Tampa Bay Ray Matt Joyce.
- Lead Designer and Digital Marketing Adviser for CraveLocal, a promotions broker for businesses.
- Motionographer for Champion Apparel that produced commercial bumpers and transitions.
- Featured Designer on InstantShift in 2011 and Top Design Mag in 2012. Carrie Cousins of Design Shack said "Nathan is a web designer that makes an immediate impact."

FACTOID

Since starting in 2005 as a professional consultant I have worked with clientele including Best Western Hotels, Champion, Franklin Plaza, Honda, HP, and The Walt Disney Company.

EXPERTISE

Branding, Business Analysis, Content Development, Lean, Marketing, Presentation Design & Delivery, Project Management, Prototyping & Wireframing, Public Relations, Responsive User Interface Design, Social Network Management, Usability Testing, User Experience, Trade Show Design, Video Production, Web Development

TOOLS

Adobe Creative Cloud, Adwords, Analytics, Atom, Balsamiq, Basecamp, Bootstrap, Campaign Monitor, Cyberduck, Filezilla, Foundation, GitHub, Getty Images, Google Office, GoToMeeting, InVision, MailChimp, OmniGraffle, Salesforce, Skype, Survey Monkey, UsabilityHub

TECHNOLOGIES

CSS3, HTML5, Javascript, JQuery, PHP

Sykes Enterprises

The third largest contact center services provider in the world.

User Experience Designer (Contract)

MAR 2015 - NOV 2015

- Collaborated with executive leadership to translate business strategies into web-based platforms that currently support over 40,000 active users and continue to drive corporate initiatives.
- Managed over 15 globally distributed team members with diverse backgrounds.
- Appointed Project Manager for 3 enterprise-scale projects. Defined requirements including timeline, production infrastructure, and functional specifications for all final deliverables.
- Developed use case solutions through static wireframe sequences and interactive web-based prototypes. Led virtual and on-site usability tests with groups exceeding 100 users.

FACTOID

I established the new corporate innovation process used for all internally developed initiatives based on Lean methodologies.

EXPERTISE

Business Analysis, Content Development, Lean, Presentation Design & Delivery, Project Management, Prototyping & Wireframing, Responsive User Interface Design, Usability Testing, User Experience, Web Development

TOOLS

Atom, Balsamiq, Bootstrap, Dreamweaver, GoToMeeting, Illustrator, InDesign, InVision, Microsoft Office, Photoshop, SharePoint, Survey Monkey, UsabilityHub, Visio, Zoom

TECHNOLOGIES

Azure, CSS3, HTML5, Javascript, JQuery, PHP

Telespeak

Provider of enterprise-scale telecommunications solutions and collaboration platforms.

Director of Marketing (Contract)

MAR 2014 - JAN 2015

- Rebranded all products, services, and programs using consistent design language.
- Developed company’s responsive website that reduced load times to an average of 2 seconds.
- Deployed biweekly email campaigns to over 33,000 subscribers that quadrupled website traffic.
- Produced adverts and authored consumer-focused content for ChannelVision Magazine.
- Designed trade show booth, attendee experience, and QR code portals for instant engagement.
- Managed vendors Winter Park Blue for signage and GES for trade show booth production.

FACTOID

Glenn Goldberg of Parallel PR said "The rebranding effort has legitimized TeleSpeak."

EXPERTISE

Branding, Business Analysis, Content Development, Marketing, Presentation Design & Delivery, Project Management, Public Relations, Responsive User Interface Design, Social Network

TOOLS

Adwords, After Effects, Analytics, Atom, Dreamweaver, FileZilla, GitHub, Google Office, Illustrator, InDesign, MailChimp, Photoshop, Premiere, Salesforce, Sococo

TECHNOLOGIES

CSS3, HTML5, Javascript, JQuery, PHP

Management, Trade Show
Design, Web Development

Full Sail University

Full Sail University is a leader in higher education for media development and entertainment.

Lab Specialist (Permanent)

AUG 2011 - MAR 2014

- Facilitated learning and enhanced curriculum across 13 courses including Web Interface & Usability, Designing for Web Standards, and Rich Media Optimization.
- Updated curriculum for Streaming Media Servers to reflect best practices and address feedback.
- Marketed the WDDBS Graduate Showcase and formed partnerships with industry leaders including Designzillas, Push, and Rackspace to provide career opportunities for graduates.

FACTOID

I presented extracurricular lectures twice a month on topics including branding, color theory, and user experience.

EXPERTISE

Branding, Content Development, Lean, Marketing, Presentation Design & Delivery, Project Management, Prototyping & Wireframing, Public Relations, Responsive User Interface Design, Usability Testing, User Experience, Video Production, Web Development

TOOLS

Adwords, Analytics, Basecamp, Bootstrap, Cyberduck, Dreamweaver, FileZilla, Flash Builder, Foundation, GitHub, Illustrator, InVision, MailChimp, Media Encoder, OmniGraffle, Photoshop, Premiere, UsabilityHub

TECHNOLOGIES

ActionScript, CSS3, HTML5, Java, Javascript, JQuery, PHP

ESPN

ESPN is a global leader in sports entertainment.

Producer (Contract)

FEB 2011 - APR 2012

- Directed event coverage, managed diverse production staff, and led star athlete interviews for Twirl Mania 2011, the largest baton twirling competition in the US.
- Produced the 2011 Diamond Citrus Classic promos internationally broadcasted on ESPN3.
- Motionographer that handled animations and bumpers for the ESPN Rise Games.
- Produced highlights for the 2011 Contest of Champions Nationals that collectively received over 250,000 views on YouTube.

FACTOID

I was an assistant for Tim Tebow and Adam Hubbs during their Make-A-Wish Foundation event in 2011.

EXPERTISE

Content Development, Marketing, Project Management, Public Relations, Social Network Management, Video Production

TOOLS

Audition, After Effects, Cameras, DVD Studio Pro, Final Cut Pro, Illustrator, Lighting, Generators, Media Encoder, Microphones, Photoshop, Premiere

TECHNOLOGIES

Broadcast

Training

Codecademy

Courses

- Web Development Fundamentals
- PHP Development Fundamentals

Cybrary

Certifications

- Microsoft Office Specialist
- Project Management Professional
- SharePoint Administration
- Social Engineering

Education

Full Sail University

Entertainment Business Master’s

APR 2010 - MAY 2011

- Received the Course Director Award for Brand & Storytelling Development from Ken DeGilio who said “You have an intimate understanding of how to build complete brand experiences.”

Full Sail University

Digital Arts & Design Bachelor’s

AUG 2006 - NOV 2008

- Featured Artist in Full Sail University’s 2007 Art Gala.