

Nathan Paterson

Portfolio

Contact

+81-70-4547-0429

nathan@graphicalphabet.com

[linkedin.com/in/graphicalphabet](https://www.linkedin.com/in/graphicalphabet)

graphicalphabet.com

Hi, I'm Nathan 🙌

I help people and teams unleash their innate creativity for positive impact in their lives and the world.

Intrinsically motivated product and design leader.

Over 20 years in print, web, app, game, product, service, experience, platform, brand, system, business, strategy, organisation, learning, and culture design.

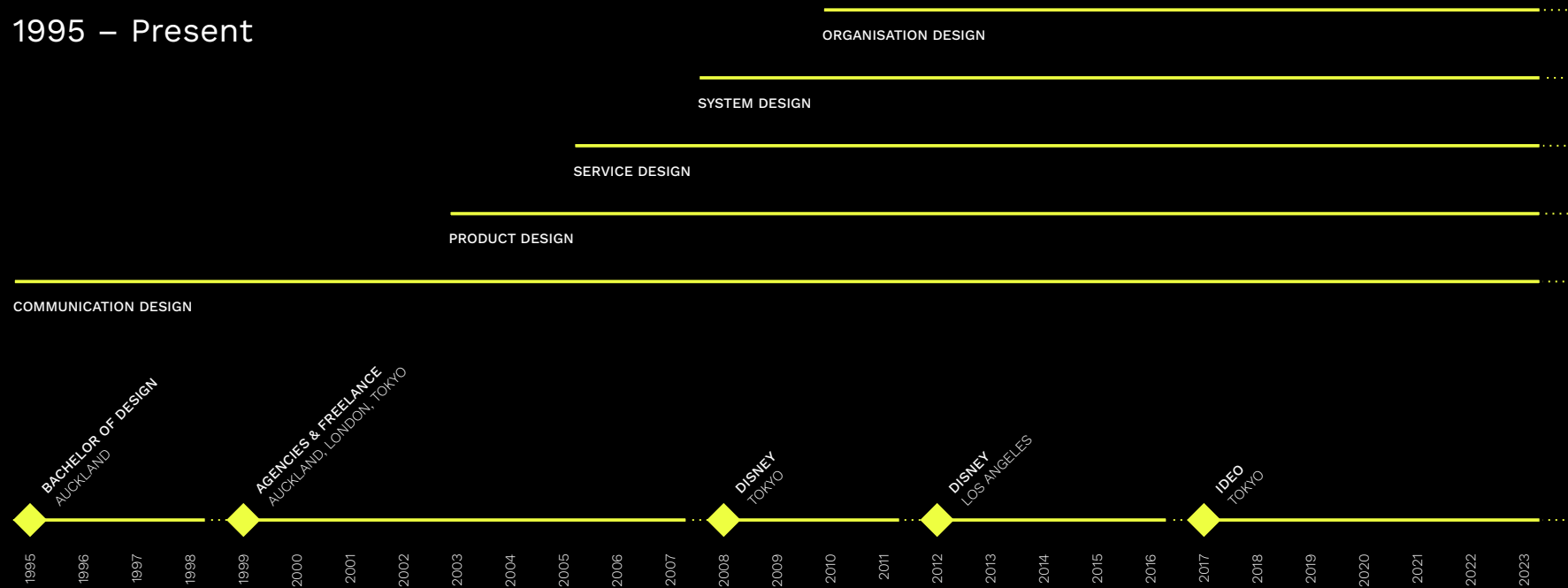
Creative, collaborative, compassionate, practising disciplined innovation with child-like curiosity.

Currently, Director of Learning at IDEO — helping leaders, teams, and organisations navigate change through design, creativity, and play.

Previously, Head of Design at Disney Interactive Labs in California; Founder of a boutique design studio in Tokyo; Co-founder of an online education startup; Designer with in-house teams and agencies in Tokyo, London, and Auckland.

Career & Capabilities

1995 – Present



IDEO Tokyo Learning Programs

THE CHALLENGE

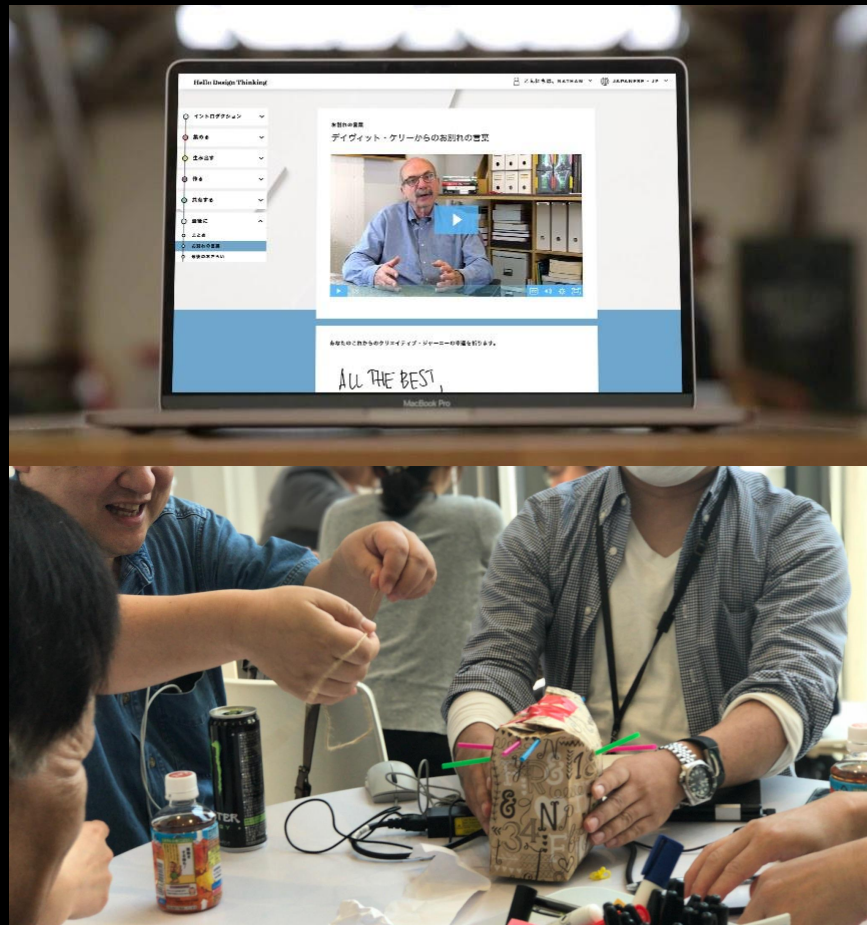
How might we enable leaders, teams, and organisations to navigate change through design, creativity, and play?

THE OUTCOME

In 2019, we launched Learning Programs, a new business and offering for IDEO to complement our core Design Consulting business.

This offering includes tailored online and on-site workshops, programs, and cohort-based courses to empower individuals, teams, and organisations with the tools and mindsets to be more creative and innovative. To date, Learning Programs has had 100% YoY revenue growth with 85% client return rate.

Our programs include Creative Leadership to empower leaders of large organisations with new tools and mindsets to lead for innovation, and Design Thinking to enable team leaders and teams with new skill sets and mindsets to be more creative across departments and functions within their organisation.



IDEO Tokyo Prototyping School

THE CHALLENGE

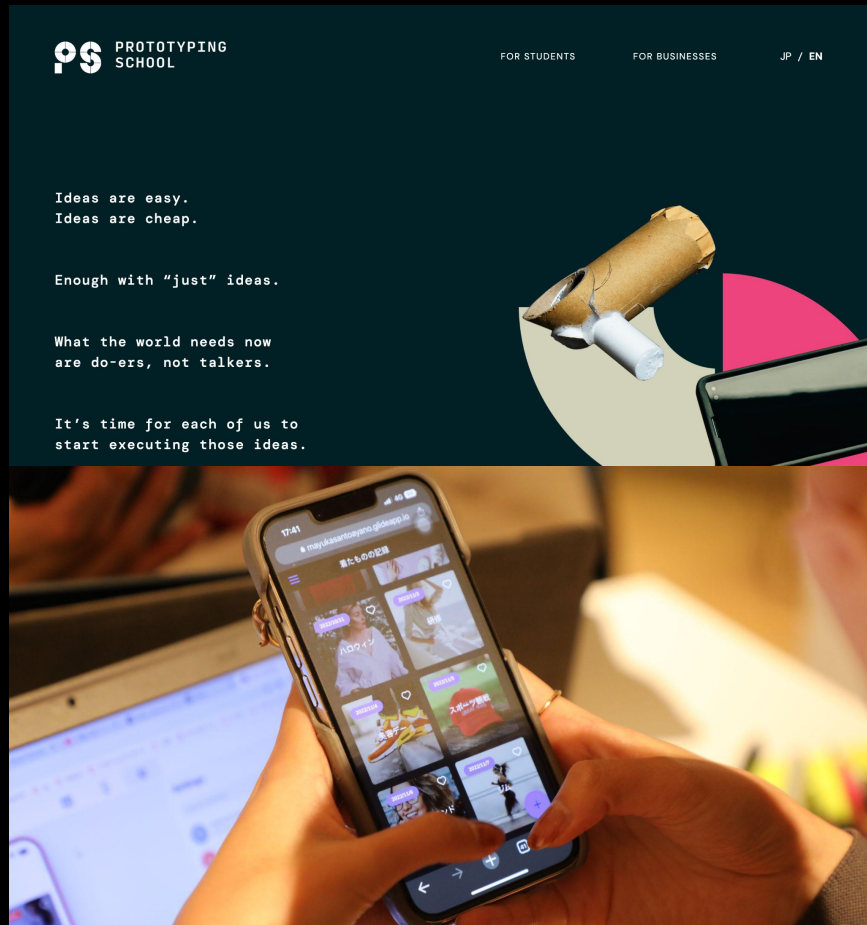
How might we offer our unique knowledge of prototyping in a scalable, sustainable way to boost the creative confidence of youth in Japan?

THE OUTCOME

In 2022, we launched a new product for Learning Programs to complement our core offering for corporate clients, this time targeting a younger audience of university students.

Building on the success of d.camp Tokyo — an annual design summer camp with high schoolers in Japan hosted by IDEO — we embarked on an ambitious endeavour to redesign how we might enable creative confidence among young people.

The outcome is Prototyping School, a new product teaching the core skills of rapid prototyping to university students, professionals, corporate clients, and high school groups, to build creative confidence through making their ideas tangible.



IDEO Tokyo Studio Leadership

THE CHALLENGE

How might we nurture a culture of creativity and innovation for IDEO in Japan to attract the best talent and help our clients lead the next generation of innovation?

THE OUTCOME

As a member of the IDEO Tokyo Leadership team, I helped steward and nurture a vibrant culture of belonging, creativity, and curiosity.

From weekly and regular rituals that help bring the community together, to activities and events throughout the year that help build healthy relationships, teams, and communities.

We implemented and iterated on organisational systems and experiences that help demonstrate the power of design and creativity to nurture a talented community that represents and celebrates diversity, inclusivity, equity, and belonging.



Streaming Media Direct-to-Consumer with Disney Life

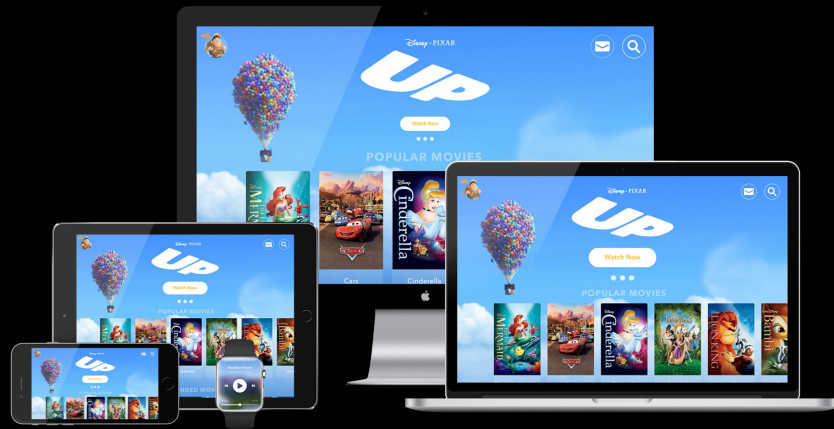
THE CHALLENGE

How might we create immersive connected experiences for Disney Guests around the world while helping The Walt Disney Company shift to a Direct to Consumer business model and new ways of working?

THE OUTCOME

In 2017, we launched Disney Life in the UK and Europe, a Direct-to-Consumer streaming media platform delivering all of Disney's digital experiences — movies, series, shorts, music, audiobooks, and games — to personal mobile and gaming devices, and living rooms across the region.

Disney Life served as the precursor to Disney+ and paved the way for new business models, Guest experiences, and ways of developing digital products, services, and experiences at The Walt Disney Company.



Rethinking Disney.com as a Global Platform

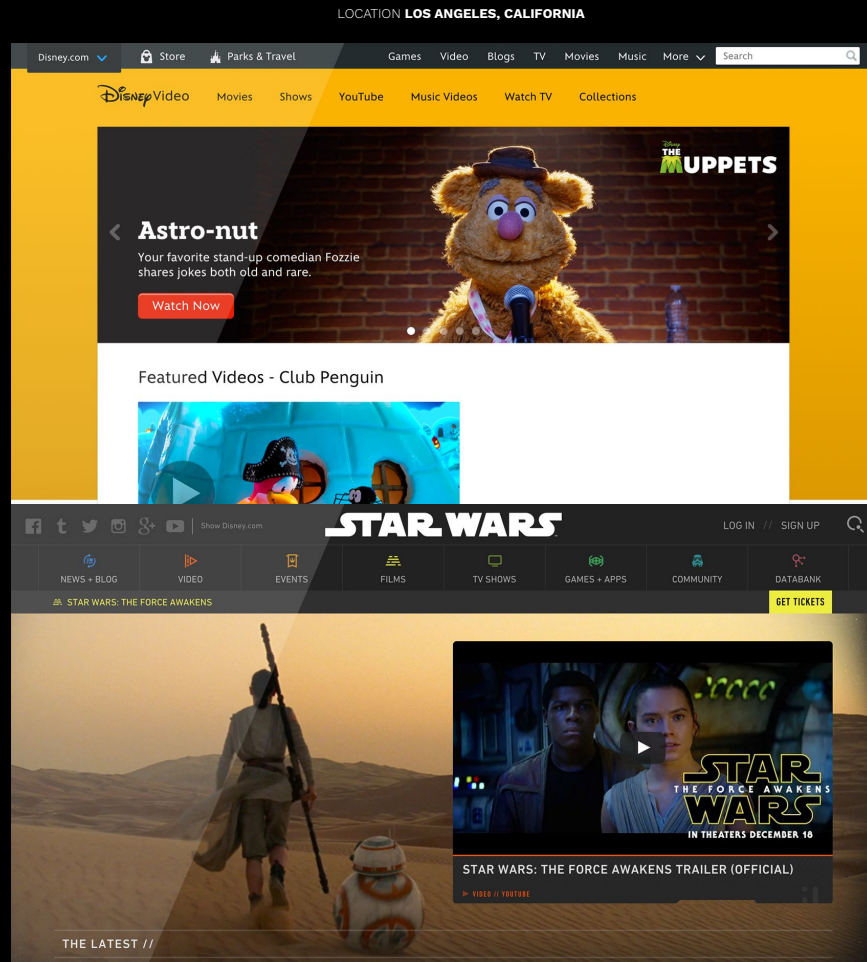
THE CHALLENGE

How might we rethink and redesign the online destination of all things Disney for Guests and fans around the world?

THE OUTCOME

In 2012, we relaunched Disney.com as a brand new platform custom-built internally from the ground up: 1) a core data graph housing all of the company's digital metadata across products and brands; 2) a custom content management system to enable Disney employees to manage their sites, apps, and contents; 3) a responsive UI to enable Disney Guests to experience Disney on desktop, mobile devices, TVs, and more.

Starting with Disney Video in 2012, this platform has since been scaled up and rolled out around the world, supporting global websites and native apps for Disney, Pixar, Marvel, Star Wars, and Disney+ brands and platforms in multiple languages.



Disney Interactive Experiences for Guests Across APAC

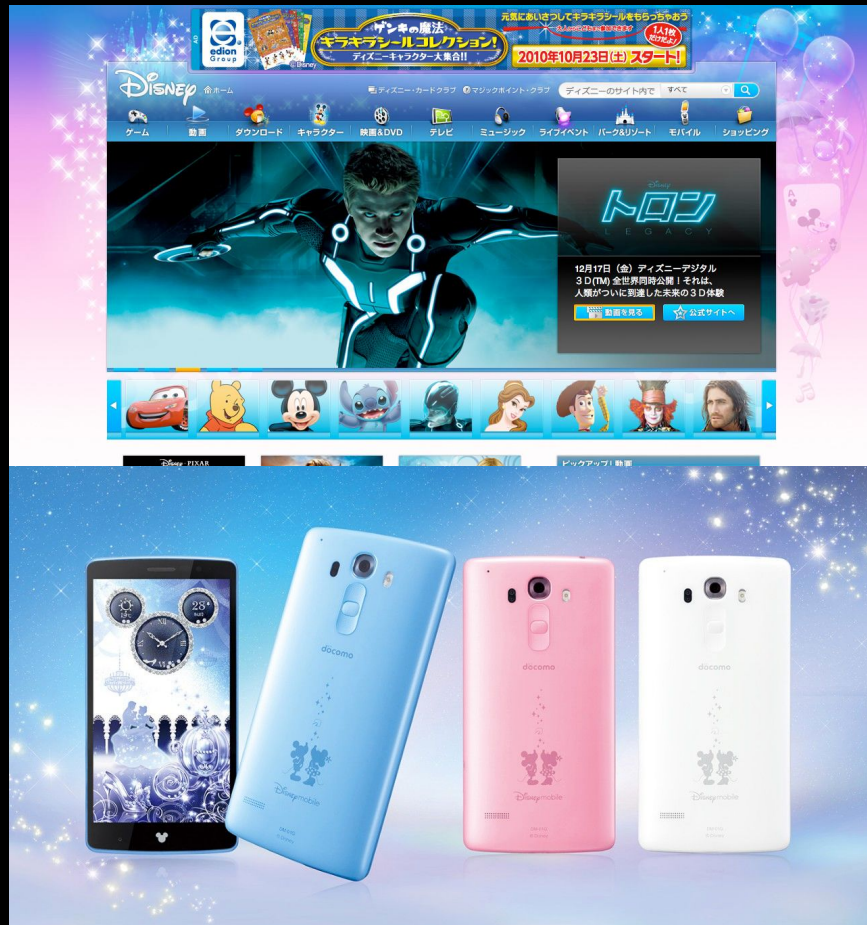
THE CHALLENGE

How might we bring the world of Disney characters, stories, and brands to Disney Guests and fans of all ages in Japan and Asia-Pacific?

THE OUTCOME

From our offices in Tokyo, our small and mighty team of creative directors led the design and user experience of immersive interactive products and services for Disney Guests and fans of all ages across the Asia-Pacific region.

We oversaw all creative and design direction of the Disney.xx destination websites in Japan, South Korea, Singapore, Australia, New Zealand, Malaysia, and Indonesia. Together with local partners, we developed new hardware, software, and content for the smartphone market in Japan and connected TV markets across the region. We developed comprehensive style guides and design systems to ensure the highest Disney quality across our family of interactive products, services, and experiences.



**I  building delightful,
life-centred products
and platforms that help
our people and planet
to thrive.**

Thank you for your time

Nathan Paterson

Get in touch

+81-70-4547-0429

nathan@graphicalphabet.com

[linkedin.com/in/graphicalphabet](https://www.linkedin.com/in/graphicalphabet)

graphicalphabet.com