

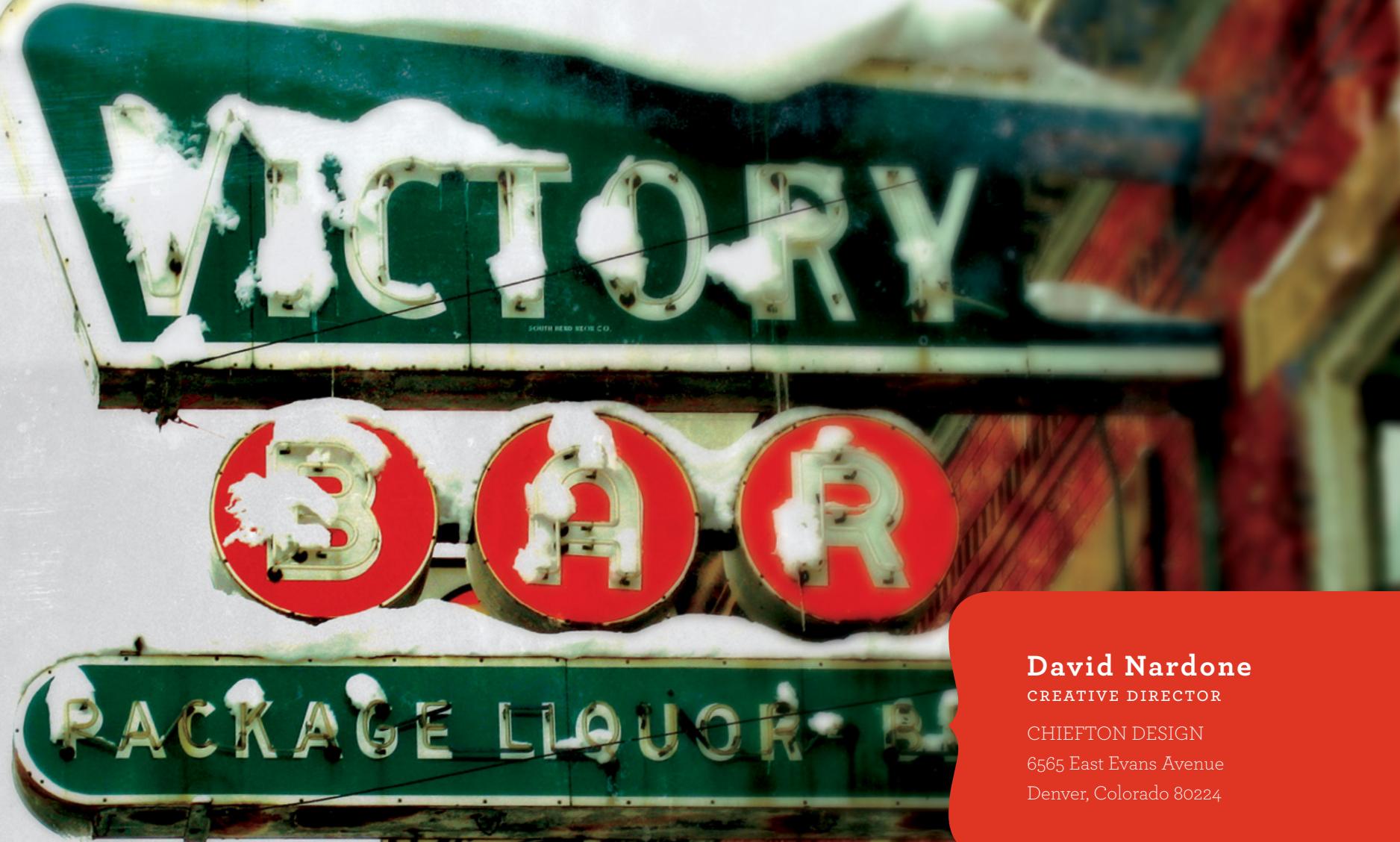


*“Good enough is good enough
if your standards are high enough.”*

— STEVE FRYKHLOM, DESIGN DIRECTOR FOR HERMAN MILLER



ian t. nordeck
CREATIVE DIRECTOR | DESIGNER | WRITER



David Nardone

CREATIVE DIRECTOR

CHIEFTON DESIGN

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I was completely and utterly burned out.

It was bad. A lone birthday candle in the aftermath of a hurricane bad. I was contemplating if I had a future in this industry. If I even wanted one. This was as bad as I've ever experienced and for the first time I wanted to be done with it all. A smart man once told me, "Never lead with a negative. If you start there, you have to spend the rest of your time overcoming the negative idea you put in their head. It's not worth it." The fact that the advice itself starts with "don't" is rather humorous. But, they were correct. I have certainly not positioned myself very well as the ideal individual who is best suited to help anyone forge into the future. I started with doubt and it wasn't the slightest bit mild. However, I believe in exceptions and I hope you will allow me the opportunity to turn this thing around and explain why the completeness and sheer depth of my burnout is actually rather significant and should not set the alarm bells ringing.

I was always extremely passionate about design, but that passion had somehow slipped from my grasp. This did not happen overnight. It was chipped away here and there. Sometimes it was noticeable but mostly I shrugged it off as frustration. I kept trying different things I had used to deal with the burnout I had experienced before, yet this time it was not working. I recognized that it was different and I continued to try and push through. Then someone shared a TED video with me of Simon Sinek talking about his concept of the Golden Circle. ([WATCH THE VIDEO](#)) The simplest version of his principle is that the most innovative and successful people, in business

or as social leaders, communicate exactly the same way but it is the opposite of everyone else. Everyone knows what they do. Some know how they do it. But very few know why they do what they do. Why is the cause, the purpose or the belief that drives them to get out of bed in the morning. Everyone else starts by explaining what they do. However, the most influential and innovative people start with why. They start by telling you what they believe because, as Simon repeats again and again, *people don't buy what you do, they buy why you do it.* [I have paraphrased this immensely and the eighteen minute video is certainly worthy]

This resonated strongly with me and piqued something in the back of my mind I was yet unaware of. You see, at this point, there was some slippage with my passion and my drive, but it was still mainly intact. Then it went away entirely. At the worst point in my personal hurricane, somehow by chance, I stumbled onto another video by Simon on one of the Egotist sites. ([WATCH THE VIDEO](#)) I had actually passed over it and for whatever reason I found my way back later and watched it. Then I watched it again. And again. I started taking notes. Now this didn't hit me over the head in some epiphanous sledgehammer moment, but I began to understand what was going on. I bought Simon Sinek's book, *Start With Why*, and poured through it in a weekend. What I came to realize is I had lost sight of why I became a designer in the first place. My "why" was completely missing from what I was doing.

All of the reasons why I went into design were gone, certainly in my work, but more importantly from within myself. The reason I wanted to become a designer in the first place, and not an illustrator as I had originally aspired, was because I realized intelligent design can provide meaningful solutions to problems in people's lives. Design at its purest form goes much deeper than decoration. It can inspire rather than just manipulate. Design delivers more than marketing jargon spewing the best deal or promotion. Even greater than demographics, psychographics and target audiences, design brings value to individuals. It becomes the vehicle by which people define themselves and their beliefs. Design was greater than my role in it.

It is rather lofty, but this is exactly why I was drawn to design and I needed desperately to get back to it. A purpose centered on leading creative teams to create a positive impact on the world through design. This doesn't have to be defined by designing for social causes and not-for-profit organizations (although I do believe designers have an obligation to these causes).

Fulfillment comes from a partnership of creating good work with good people for good clients to establish strong, sustainable companies working on solutions to real business problems.

I'm grateful I recognized the opportunity to reevaluate why I believe in design. It forced me to look beyond my existing perception and discover an even greater potential. I need to surround myself with people who believe deeply in design and want to strive to do far more than merely meet marketing goals

and bottom lines, but would rather blow them completely out of the water. People who understand the value in creating partnerships with those they work with and the clients and customers they work for. I want to find people who will inspire me and allow me the opportunity to inspire them.

So what does all this mean for Chiefton Design and Chiefton Supply Co.?

I want to be part of a team dedicated to serving a company who believes deeply in what they do. A collaborative group intensely focused on helping understand and articulate why we do what we do, so we can provide products and services which attract those who believe what we believe and forge a strong sense of loyalty as a result.

Perhaps the fire re-kindled in me resonates with your vision. If I have managed to overcome my introduction and you are at all intrigued, then we should definitely talk.

Sincerely,

ian t. nordeck

CREATIVE DIRECTOR | DESIGNER | WRITER



*“There are leaders and there are those who lead.
Leaders hold a position of power, or authority.
But those who lead, inspire us. We follow those
who lead, not because we have to, but because
we want to. We follow those who lead, not for them,
but for ourselves.”*

– SIMON SINEK

Freakish Abilities

Intense desire to wring dry of its possibilities
Conceptual expeditionist with the ability to guide multidisciplinary teams through launch
Formerly Certified ScrumMaster®
Strong understanding of printing and production as well as lean and agile product development
Artistic strength in several media
Dedication and an unrelenting drive to overcome failure
QuarkXPress on Windows is my own personal Hell
(Photoshop comps of digital products may be the only thing worse)

Education

KANSAS CITY ART INSTITUTE
Kansas City, Missouri
Bachelor of Fine Arts in Design,
Emphasis on Creative Writing
December 2001

Relevant Employment

IAN NORDECK CREATIVE, Creative Director | Designer | Writer

Roughly January 1998 - End of my days

- The “In-House” designer for my family and their endeavors, for life
- Helping clients find value through design and creative thinking to make positive impacts in their business objectives and the lives of their customers
- Provided long-term, in-house contract positions for O’Brien Advertising K2 Software, Denver Art Museum and Workhorse 45
- Designing highly functional furniture solutions and every once in a while, I get to build them as well

(SUB*) CULTURE SOUTH, Co-Founder with Chris Tomeo

November 2015 - Present

- Tired of driving downtown for every meaningful industry event, we decided to make our own
- Free quarterly get-togethers for creative professionals in the suburbs, (city dwellers also welcome)
- Each event is built around education, inspiration and collaboration and networking is a natural byproduct rather than the focus
- In addition to the quarterly events, we have multiple workshops in development to keep the leaky bucket of inspiration full

SPIREMEDIA, Creative Director

February 2014 - April 2015

- Creative Director managing interaction designers, ux designers, product designers and copywriters as well as managing multiple contractors
- Lead multidisciplinary teams and collaborate with clients to ship strategically aligned ux design, product design, testing prototypes, corporate identities, product development, software development and responsive websites
- Manage and maintain billable hours expectations for myself and my team
- Assist sales team with new business efforts and meetings
- Selected to speak at Denver Startup Week 2014
“Kill the Artist. This is Business.”

THE INTEGER GROUP, Senior Art Director

November 2011 - February 2014

- Senior Art Director for Clairol and Specialty Beauty developing in-store tools and global toolkits in collaboration with multiple agency partners
- Quickly became one of the go to Art Directors on “need to win” projects
- Initiated the creative platform for the House of Clairol identity which was adapted and implemented by the Brand Agency, Grey NY
- Directed creative team on the design of a very ambitious research paper about social media in collaboration with Insights & Strategy for the Coca-Cola Retailing Research Councils (It became CCRRRC’s highest downloaded research paper)

GENESIS, Senior Designer | Art Director*Freelance: November 2007 - March 2008 / Full-Time: March 2008 - October 2011*

- Lead designer on Beaver Creek account from August 2008 – October 2011
- Member of the team responsible for complete redesign of Beaver Creek to launch Winter 2011–12 while maintaining deadlines on all ongoing work
- Go to designer for building all comps and prototypes for testing
- Only designer asked to manage press ok's for Print Production Manager when there were schedule conflicts
- Launched several initiatives focused on making positive changes in the creative culture at Genesis

LEEREEDY, Designer | Print Production Manager*October 2005 - October 2007*

- Key in creating processes and workflow guidelines to help the company transition into having Account Services
- Helped launch and develop content for internal newsletter to foster more inter-communication
- Finalized the design and managed all production on two major Hunter Douglas sample books
- Managed a multi-city, \$1.9 million launch for Naked Juice

COMMUNIQUÉ, Studio Manager | Designer*May 2003 - October 2005*

- Hired as a Production Designer and in under one year was promoted to Studio Manager and tasked with creating a Studio within the company to better meet client needs
- Worked with a team to develop a Logo Design Workshop to educate clients about logo design process
- Lead Designer on multiple projects from concept through final execution
- Creative team responsible for winning 4 gold medals from the National Association of Home Builders

STUDIO SIGNORELLA, Freelance Designer*March 2002 - May 2002*

- Concept, design and execution of print collateral for multiple clients
- Conceptual development for large marketing and promotional campaign
- Provided illustrations for multiple clients
- Production of prototype web site for children's literacy program to raise funding

Less Relevant Employment

Gas Dock Attendant
Water Taxi Driver
Lifeguard
Swimming Instructor
Men's Clothing
Sales Consultant
United States Marine Corps
- Military Police
- Accident Investigation
- Special Reaction Team
Security Patrol Officer
Tire Buster
Grocery Clerk
Assistant Dairy Manager
Stained Glass Designer
Architectural Concrete
Artist Assistant
Pre-Production Designer
Bindery Technician
Freelance Landscaper
Freelance Media Planner
Unlicensed Contractor
Adjunct Professor



Achievements

Presenter at Denver Startup Week 2014 and 2015:
- *"Pencils Before Pixels"*
- *"Design Vs. Dev"*
- *"Kill the Artist. This is Business."*

Participated in local charity art auctions, donating personal pieces to both Heart Art 2010 and Bordo Bello in 2010, 2011 and 2012

Invited to design the cover and intro spreads of the 2009 award book for the Denver 50

My logo for Foster the Future was selected and published in Rockport's book, *LogoLounge³*, in October 2006

The poetic book I wrote and created was entered into the permanent collection of the Kansas City Art Institute Library in December 2000

Named H&R Block Scholar based on GPA and artistic abilities



“I learned that there’s no substitute for good old fashioned give-a-shit. I used to think it was possible to manufacture a pretty good facsimile, but there’s nothing quite like the real thing. There is no fee or line item on a scope of work for giving a shit, but all the “core competency” in the world is useless without it. As an organization or an individual, it’s the most formidable thing you can have, and the most valuable thing you can offer.”

- DAVE SCHIFF, PARTNER & CHIEF CREATIVE OFFICER OF MADE MOVEMENT

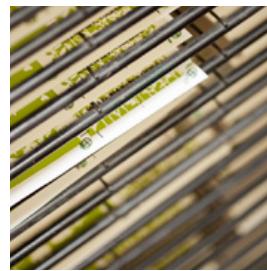
Denver Egotist article, “*What I Learned This Year, 2012*”



Bubba's Fine Foods

When one of the founders of Bubba's Fine Foods had gone full Paleo, he was complaining to a chef friend of his how the one thing he missed most was a savory and crunchy snack food. After some experimentation in the kitchen, Bubba's Fine Foods had been created. Workhorse 45 worked with Bubba's to reinvigorate the identity of the company with a new logo, updated brand story, new packaging and point of sale materials. Watch for them to hit stores near you soon.

STUDIO: Workhorse4 45 **ROLE:** Senior Art Director / Illustrator **CREATIVE DIRECTOR:** Shane George

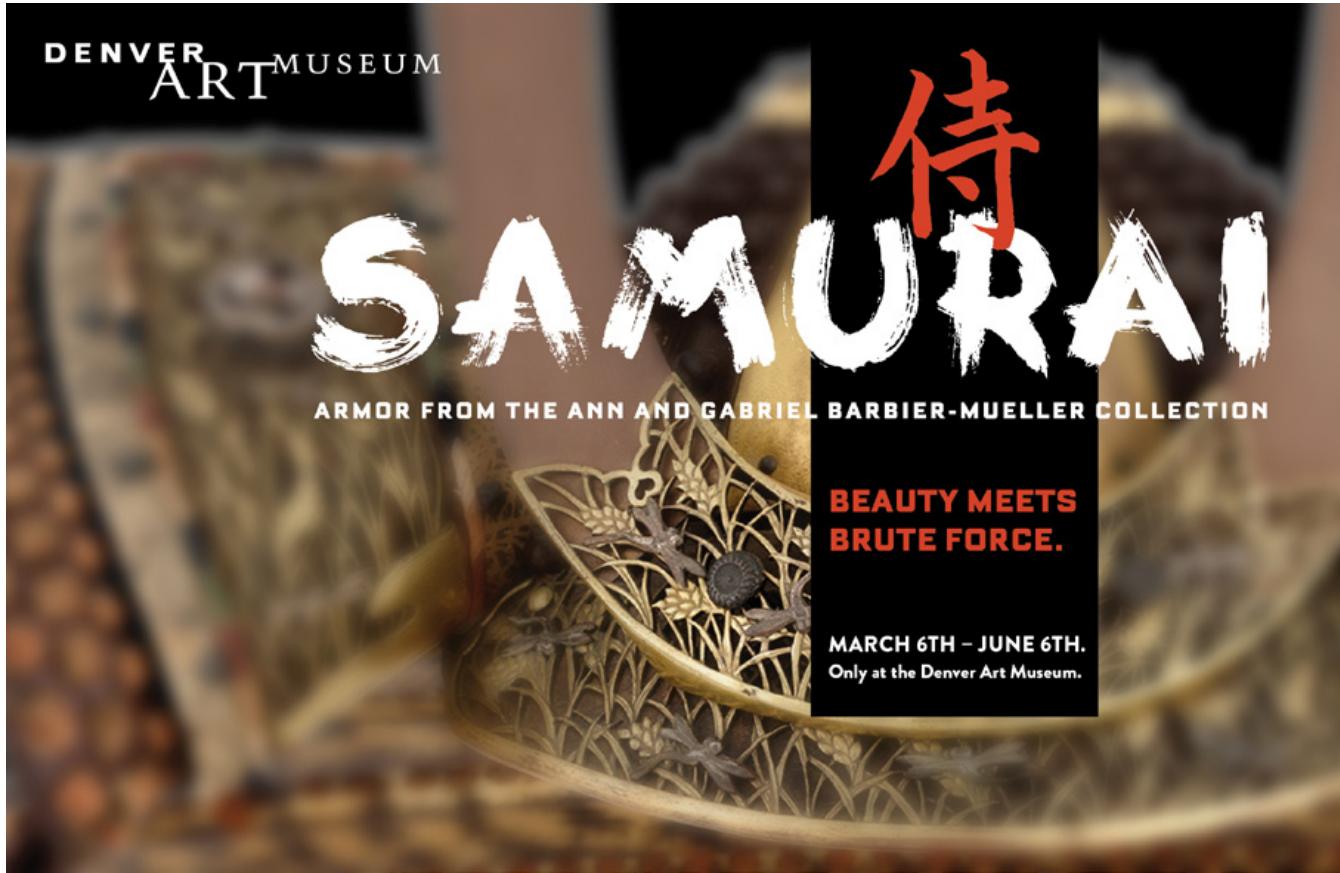


H & P Wedding Invite

I will only agree to do a wedding invitation on one condition: they have to be willing to do something interesting and break from the status quo. Adam and Brooke came to me with an open mind and incredibly collaborative spirit to create a one-of-a-kind invitation which also served as a keepsake for the guests of their small intimate ceremony, as the main image of the poster is based on a painting done by the Adam's late Grandfather.

STUDIO: INC Studio **ROLE:** Designer / Illustrator / Screen Printer and Assembly **PRINTING FACILITY:** Ink Lounge Screenprinting Studio

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Denver Art Museum

The DAM knew they would need to take a unique approach to the Samurai exhibit and push beyond their internal team's capabilities. Myself and copywriter Jim Morrissey were brought in to concept and develop a comprehensive ad campaign for Samurai to include print, digital, out of home, television, radio, and any additional stretch ideas we could come up to push the appeal of the exhibition to an audience broader than the typical DAM patrons. DENVERARTMUSEUM.ORG

STUDIO: INC Studio **ROLE:** Senior Art Director / Illustrator **CREATIVE DIRECTOR:** Tasso Stathopoulos **COPYWRITER:** Jim Morrissey

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(sub*)Culture South

Fueled by a frustration of all the meaningful industry events always being held in Denver and the inability to attend most based on personal obligations we created (sub*)Culture South for creatives in the 'burbs. We strive to make our events inspirational, educational and collaborative. If networking happens, that's fantastic, but far from our focus. We would rather people leave with ideas flooding their head, than business cards in their purse and pockets.

STUDIO: Self-Generated Project **ROLE:** Co-Founder / Designer / Illustrator / Event MC **PARTNER:** Chris Tomeo



Denver International Airport

Spire reimaged, designed and developed a new customer experience for Denver International Airport's digital property: FLYDENVER.COM. The responsive design features custom integrations that include flight search, an interactive airport map, real-time parking and security updates; all of which are housed within a custom Drupal CMS and elegantly served up to any device or screen size. From concept to launch in under six months.

STUDIO: SpireMedia **ROLE:** Creative Director **LEAD INTERACTION DESIGNER:** Lucia Ulc



Lenlee Represents

Direct mail component of a promotional campaign developed for Artist Rep, Lenlee Jenckes, and her roster of photographers. Each photographer shot a story about the iconic vintage Airstream in their own unique styles and interpretations. The theme was carried through all aspects of the campaign.

STUDIO: Ian Nordeck Creative **ROLE:** Creative Lead / Designer / Illustrator

Beaver Creek. Not exactly roughing it.

Beaver Creek. Not exactly roughing it.

Beaver Creek. Not exactly roughing it.

beavercreek.com

Beaver Creek

Three ad concepts developed as part of the rebranding work completed for the Winter 2011 – 2012 season. “The Art of Thinking Small” represents the final campaign launched for Beaver Creek.

STUDIO: Genesis **ROLE:** Senior Art Director **PRIMARY PHOTOGRAPHY:** Brian Bailey



Vail

To show appreciation and increase loyalty among Colorado skiers and riders the “All the Love” campaign was developed for Vail. Targeting front range skiers and riders the direct mail provided them a membership card and exclusive offers and deals at the resort as well as restaurants and retailers throughout Vail.

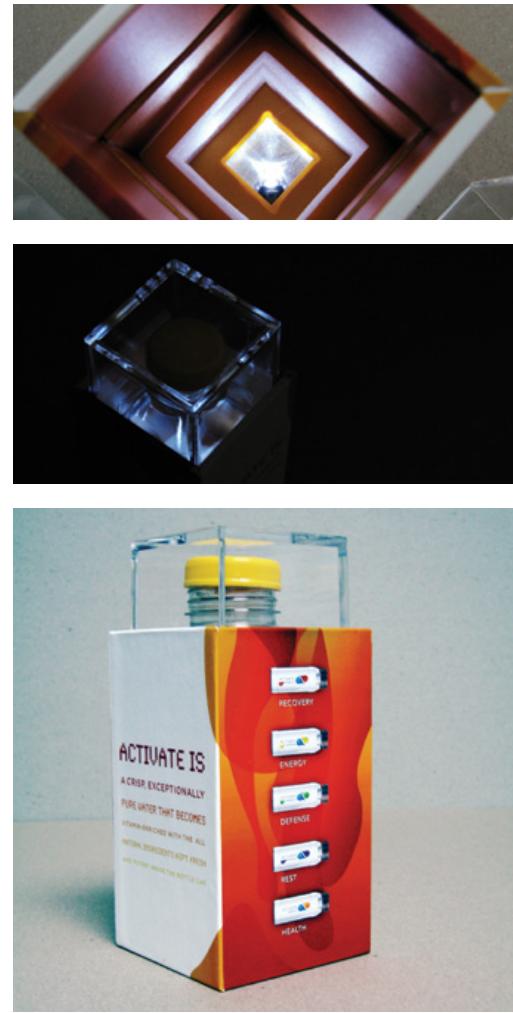
STUDIO: Genesis **ROLE:** Senior Art Director / Illustrator



Naked Juice

Fleet vehicle graphics for Naked Juice that included Ford Escape Hybrids, Ford Explorers, Renault Vans and large delivery trucks.

STUDIO: LeeReedy **ROLE:** Designer



Activate

Tasked with making a one-of-a-kind presentation to approach distributors, I worked closely with the designer who developed the bottle graphics to design and build a lighted box to showcase the innovative cap design as the unique point of difference for this startup beverage company. The original plan was to build multiple presentations. However, it worked better than anticipated, landing a national distribution deal for Activate in their first meeting.

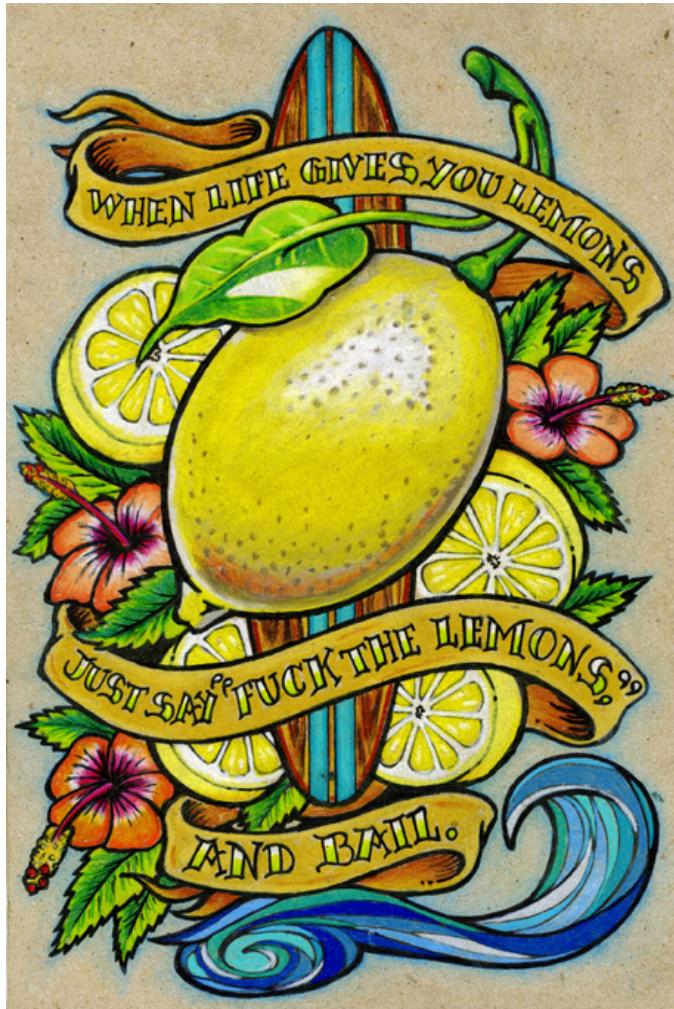
STUDIO: LeeReedy **ROLE:** Designer / Production and Assembly



Wisp Resort

Presentation of the look and feel established for a resort community in Western Maryland. Inside the handmade box was a brochure that outlined how the look and feel was established as well as sample brochure spreads.

STUDIO: Communiqué **ROLE:** Designer / Production and Assembly



Sketchbooks: The Collection

Sketchbooks are a way of life for me and several years ago I began making my own books. The pages of the sketchbooks are a collection of papers, envelopes, short cards, folded pages and half pages all varying in thickness color and opacity. The raw bookboard covers are illustrated with a variety of media including ink, colored pencils, watercolor and gouache.

STUDIO: Self-Generated Project **ROLE:** Illustrator / Designer / Production and Assembly



HOPE

Thank You

I appreciate you taking the time to review my résumé and samples of my work.

If there is any further information you need, please do not hesitate to contact me.
ian.nordeck@gmail.com | 303 746 0472 mobile

*“Being ready is not what matters.
What matters is winning after you get there.”*

- LT. GENERAL VICTOR H. KRULAK, USMC

Letter Hunting

I am constantly on the lookout for old signs to photograph. The photos included are a few of my favorites.

My personal work can be viewed at:

DOIOP.COM/NORDECK



cheers.