

Nashona Haldane

Creative Director / Art Director

Idaho Falls, ID - Email me on Indeed: [indeed.com/r/Nashona-Haldane/f9150039b711147a](https://www.indeed.com/r/Nashona-Haldane/f9150039b711147a)

Willing to relocate: Anywhere

Authorized to work in the US for any employer

WORK EXPERIENCE

Creative Director

Motorfist - Idaho Falls, ID - October 2014 to Present

Propose and facilitate the translation of marketing objectives into creative strategies, designs, and plans. Manage creative concepts and design, collateral development, copywriting and publications.

Lead the design/marketing team in the implementation of all graphics, marketing ideas and signage. Manage and coordinate video and photography for campaigns, marketing and other uses.

Collaborate with multiple stakeholders (sales, production, customers) on creative concepts and ensure brand/design consistency. Establish design templates, when needed, for repeat/expedited implementation of design concepts. Product design for casual apparel line. Maintain brand identity, while growing and diversifying messages and communications. Mentor, supervise and proof the work of design, video and photography freelancers. Prepare files for print production and liaise when needed with print vendors or customers to discuss project specifications. Work closely with department heads to adhere to a fast-paced design and production schedules all while keeping up-to-date on industry trends, new design/production techniques.

Catalog Design Supervisor

Motorcycle Superstore / Motorcycle USA - Medford, OR - December 2004 to October 2014

Produced, designed, developed and supervised production team. Responsible for ensuring timely delivery of all catalog assets to the catalog production team which required effective communication with sales, promotions, merchandising, outside vendors and advertisers.

Handled all tasks of Graphic Design (see below)

Sr. Graphic Designer

Projects ranged from designing and developing media kits and promotional pieces, to online marketing / branding campaigns, event collateral, sweepstakes pages, art directing photo shoots, in-book sections, custom web pages, business cards, stationary, email blasts and advertorials for a leading online retailer of motorcycle apparel and online motorcycle magazine.

Art Director / Production Manager

Matrix Digital Media Inc - Corvallis, OR - February 2001 to May 2004

Duties included: designing graphic layouts for numerous websites, as well as backend (hand code HTML) programming. Supervising and managing the design, marketing, client interaction and advanced programming departments, overseeing a team of six. Print work included the redesign of the current identity of Matrix Digital Media Inc., as well as their sister brand: Digital Delivery. Developed creative ads for both. I designed and managed the company's site as well as many client sites. Additionally, I was in charge of maintaining the monthly billing, project/task assignment and past job/files, which included organization of all work completed and in progress for the company.

EDUCATION

Master of Fine Arts in Graphic Design

Academy of Art University - San Francisco, CA
2014

Bachelor of Fine Arts in Graphic Design

Oregon State University - Corvallis, OR
2001

SKILLS

Photoshop (10+ years), Illustrator (10+ years), Indesign (10+ years), Art Direction (10+ years), Creative Suite (10+ years), Creative Direction (6 years), Team Leader (7 years), Microsoft Office (10+ years), Leadership (8 years), Dreamweaver (8 years), Acrobat (10+ years), Web Design (8 years), Project Management (10+ years), Graphic Design (10+ years), Marketing (8 years), Marketing Communications (5 years), Logo Design (10+ years), Social Media Marketing (5 years)

LINKS

<http://www.haldanedesign.com/nashona>

<http://www.linkedin.com/in/nashonahaldane/>

AWARDS

American Inhouse Design Award- Graphic Design USA

2012

Catalog design for Motorcycle Superstore

American Inhouse Design Award- Graphic Design USA

2013

Catalog design for Motorcycle Superstore