

Nathan Spainhour

Creative Director & Graphic Designer

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Experience

Anderson University

2017 - present



Instructor of Art | Graphic Design

The Graphic Design program at Anderson University follows a concept-driven design curriculum. Courses cover topics such as two-dimensional design, color theory, and software, to corporate identity, publication design, and interactive design. Over the past decade, the program has established itself as the most highly decorated graphic design program in South Carolina. AU students and alumni have been featured in Print Magazine and Communication Arts, exhibited in the Museum of Design Atlanta (MODA), and won over 250 American Advertising Federation Awards.

- » One of three full-time graphic design faculty charged with shaping and growing the graphic design concentration for an award-winning department.
- » Developing digital design sequence of courses for students inside the graphic design concentration. Topics include the fundamentals of UX design, user research, web tools (HTML, CSS), responsive web design, mobile application design, digital product design, and digital advertising.
- » Reshaping the print production component of the graphic design department. This includes introducing students to commercial printing and the importance of the relationship between printer and designer. Topics consist of on-site visits with large and small print shops, file setup, paper selection, color matching systems, physical mockups, and early introduction of the typographic grid.
- » Leading the creation and development of departmental marketing materials. This responsibility includes the creation of a focused recruitment marketing strategy, and the development of a new set of brand standards specific to the Art and Design department. Physical production includes the design of print collateral, promotional marketing collateral, website, and social media presence.

The Iron Yard

2015 - 2017



Creative Director & Brand Craftsman

The Iron Yard was an education provider that was committed to teaching the highest-quality technology professionals in the world, both in skill and in character. The headquarters was in Greenville, SC, and the core offering was a 12-week immersive web development course. Participating students ranged in age from 18-65 and the majority of them had the goal of changing their career once the course is over. There were fifteen campuses in the U.S. when the company shut its doors in 2017 – thousands of people graduated and found jobs because of the program.

Experience

- » Developed and maintained the brand standard for The Iron Yard as it grew from five campuses in the southeast to, at it's largest, 22 campuses nationally.
- » Helped create a market-focused national advertising campaign that encompassed digital, print, and out-of-home media. This included managing a workflow that produced over 2000 digital and print ads over the course of two years, and garnered a reputation for creative work that was consistent and memorable in the industry.
- » Integral in helping design, develop, and manage two major brand websites over the course of two and a half years. Part of this effort was creating a web application that streamlined the creation of paid media landing pages. This enabled any person on the marketing team to spin up new marketing campaigns in less than a day.
- » Managed a team of full and part-time graphic designers. In addition to the marketing and advertising efforts, major responsibilities included ensuring the student experience was exceptional from application to graduation.

Brains on Fire 2012 - 2015

Digital Lead / Sr. Creative

Brains on Fire is a small branding and design studio in Greenville, SC. Their primary business focus is the creation of community-led movements for brands using identity design, social media, advertising, and events as the catalyst for launching them. Their roster includes a variety of clients both commercial and non-profit, as well as an even mix of local and national brands.

- » Creative lead for VisitGreenvilleSC. The Southeastern tourism Society awarded VisitGreenvilleSC the 2013 "Shining Example" Award for Best Marketing Campaign for "Yeah, THAT Greenville." In the first year, tourism inquiries went up 300%, membership to VisitGreenvilleSC was up 124% and the online social engagement went up 378%.
- » Creative lead for the redesign of the National Center for Family Literacy's (NCFL) website. After extensive user analysis and competitive research we recreated and rebranded the NCFL website to become something that parents and teachers can use as a resource to help kids discover the joys of learning.

Brands supported:

Environmental Defense Fund (EDF), Liquid Wrench, Intuit Turbo Tax, Fifth Arrow Charter Schools, The National Center for Families Learning (NCFL), VisitGreenvilleSC, Bon Secours St. Francis Health System, and BMW.

Experience

Torque Creative 2004 - 2012

Interactive Creative Director

Torque Creative is located in Anderson, SC, and is the internal creative agency for Tectronic Industries (TTi). TTi is a global manufacturer that owns and markets numerous brands within the home improvement industry. Torque creates and manages all of the advertising, retail display, websites, digital media, photo and video production, and identity design for all of TTi's business units.

- » Established and managed the web department for Torque Creative. In five years the department grew from one to ten employees - with the responsibility of creating and maintaining over 60 websites.
- » Conceptualized, planned, and art directed the photography, design and development of one of the world's largest power tool brand's website. Ryobitools.com garners over 6,000 visitors a day, and is the flagship site to all other worldwide Ryobi brand partners.
- » Creative lead to the launch of stokgrills.com, a national outdoor grill brand. Within the first four months Stok organically accumulated 105,896 Unique Visits to the website, 18,953 Facebook Fans, 13,955 Buy Now clicks, and 10,000 email registrations.
- » Worked successfully with executive level marketing professionals to develop the product launch campaign for Ryobi Power Tools Lithium-Ion products. Awarded The Home Depot "Vendor of the Year" award.

Brands supported:

Hoover, Ryobi, Milwaukee, RIDGID, Homelite, Stok, Dirt Devil, Craftsman, Sears, and The Home Depot.

Education

Florida State University

BS Studio Art / Graphic Design Graduated 2003

Recognition

Awards

Gold WOMMY Engagement award (Word of Mouth Marketing Association)

» *The top awards for the Word of Mouth marketing industry.*

» *Awarded for design as well as effectiveness of social and traditional advertising.*

» *International competition—other recipients included Mercedes-Benz, Kleenex, and Skype.*

Featured on Under Consideration

» *Nationally renowned design blog.*

» *Featured piece was a mixed media event invitation.*

Southeastern Tourism Society award

» *One of tourism's highest honors for the VisitGreenvilleSC campaign "Yeah, That Greenville".*

AAF American Advertising awards

» *2 gold, 4 silver for various print and digital campaigns while at Torque Creative.*

2018 Anderson Youth Art Month Exhibit Judge

Speaking & Presentations

Converge SE design & web conference, *speaker*, 2016

Anderson University, *speaker*, AIGA event, 2016

Makers Summit conference, *1-on-1 brand coach*, 2015-2016

Greenville Technical College, *guest lecturer*, 2016-2017

University of Southern Mississippi, *guest lecturer*, 2013