

Nathan Spainhour
Brand Strategist and Creative Director

400 Mills Ave. Unit 413 | Greenville, SC 29605
864.906.7520 | nathan.spainhour@gmail.com

To: Shauna Carey and the IDEO hiring team

Early in my career I was taught that design is a tool used to solve problems. This is true but a bit short-sighted, as my experience has taught me that design is capable of so much more. It has the ability to tell nuanced stories, explain complex arguments in simple ways, bring people together under a unifying cause, and probably the most powerful ability that design brings to the table is how it helps people empathize with one another – to see someone else's point of view. This idea that design is more than just a way to solve problems is something that IDEO as an organization understands, and more importantly, proves it in their work. I can't imagine anything better than to help this company communicate to the world that human centered design is a process that has the power to create empathy and pragmatic solutions that have lasting impact on the people that it serves.

My career in design and brand marketing has been progressively building on top of the idea that design is a tool that can build empathy and help people.

- I've helped empower new homeowners discover their ability of doing-it-themselves through the freedom of cordless tools that share one battery platform.
- I've worked with a leading environmental non-profit to develop a neighborhood ambassador program that would combat climate change through relationships and word-of-mouth.
- I've run the brand and creative team at a code school startup that helped students start new careers in technology from the ground up.
- I've taught graphic design at a college level – utilizing the Field Guide to Human Centered Design as a method for teaching empathy during the web design process.
- Now, I am working to help those that are underserved by mainstream financial institutions have a chance at achieving upward mobility through building credit.

All of these experiences have helped shape my view of the positive impact that design can have on people and organizations. I can bring empathy, collaboration, acceptance, and fairness to the table – with an insatiable curiosity and excitement for new ideas and opportunities. I would love to have a conversation about how you see IDEO's brand moving into the future – and how I can be a part of the team that helps it reach it's full potential.