



# NATHANIEL PERKINS

## SENIOR ART DIRECTOR

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### SKILLS

Art direction  
Project management  
Creative management  
Photoshoot producer  
Editorial design and layout  
Paid social media design  
Experience design  
Brand development  
Custom content design  
Typography  
Data visualization  
Research reports  
White papers  
Infographics  
Illustration

### SOFTWARE

InDesign  
Photoshop  
Illustrator  
After Effects  
XD  
Figma  
Sketch  
AEM  
Microsoft Office  
Bizzabo  
Basecamp  
Brightspot  
Chat GPT  
Orange Logic

### AWARDS

2016  
**GDUSA Design Awards**  
Infographic

2017  
**GDUSA Design Awards**  
Infographic

2018  
**GDUSA Design Awards**  
Digital storytelling  
Animated Infographic

**Eddie & Ozzie Awards**  
Art Director of the Year—Finalist  
Cover illustration—Winner  
Visual digital storytelling—Winner

2019  
**Neals Awards**  
Best Art Direction for a Cover

2020  
**Neals Awards**  
Best Magazine Single Issue

### EDUCATION

S.U.N.Y. Purchase  
BFA Design

With extensive expertise spanning multiple disciplines, I am a seasoned art director, graphic designer, and data visualization specialist. As a testament to my skill sets and talents, I was recognized as a finalist for the Neale Awards Art Director of the Year in 2018 by American Banker. Under my supervision, over 450 graphic design projects have come to fruition. My portfolio highlights significant work in editorial magazine design, comprehensive marketing campaigns, and digital media design, catering to diverse sectors such as, banking, finance, and wealth management. With a diverse 15-year history in creative management, I excel in guiding, training, and mentoring fellow graphic designers.

### Arizent, New York NY

Senior Art Director, March 2016 – January 2023

- Produced art layouts by developing art concepts and providing work direction to staff.
- Developed PowerPoint presentations, case studies, and FAQ sections
- Designed e-books, infographics, and data visualization tools
- Refreshed the branding for all materials
- Ensured brand uniformity throughout all assets
- Revitalized the digital asset organization, ensuring a clean and organized library
- Lead and quality checked designs to ensure alignment with brand standards
- Selected and secured freelance photographers, illustrators and videographers.
- Produced layouts for printing by marking-up, pasting-up, and finishing layouts.
- Obtained stakeholder approval by presenting final layouts, storyboards, and illustrations; and responds to client commentary and requests.

### NBA - National Basketball Association, Secaucus NJ

Graphic Designer/Event Production Designer, March 2014 – March 2016

- Coordinated, scheduled, facilitated and monitored printing and production services for NBA Creative Services for All Star events
- Pre-flight, troubleshoot and resolved all InDesign files for print, large format and digital collateral for All Stars 2015 events
- Liaised with the NBA Graphics group and print vendors on best practices for print/design for optimum cost efficiency in printing and mailing
- Created and developed PowerPoint presentation for the NBA annual corporate Sales and Marketing meeting.

### GWonders Production, SONY Music, New York NY

Senior Art Director Designer, May 2011 – January 2014

- Conceptualized and lead visual branding for Sony Music artists, including logos and album artwork, packaging and layout
- Extensive cost analysis and print production strategies, excellent knowledge of paper stocks, finishes and bindery
- Oversaw Pre-press print production, print procurement and vendor management for sheetfed, web press, digital, and large format printing
- Conceptualized and pitched set ideas for photo shoots and music videos
- Acquired and negotiated rates, contracts and terms with major photo and sound studios in New York area
- Managed the design process from concept to completion, inclusive of 75% design time
- Lead and directed the design team in the creation of all marketing/institutional collateral
- Worked closely with multidisciplinary project teams, particularly digital and print production

### Teachers College, Columbia University, New York NY

Graphic Designer/Marketing Coordinator, March 2008 – August 2010

- Created graphic assets for cross-functional teams (Web Development, Creative, Marketing, SEM Analysts)
- Input, updated and trafficked all marketing and design projects through project management system (Basecamp)
- Produced and designed majority of print and digital marketing materials for the Office of Enrollment Services
- Negotiated contracts and advertising rates with vendors and media partners