

reach out

Portfolio

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in Gabe Nordyke

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profile

Highly experienced creative leader craving a new brand to evolve and an exceptional team for collaboration and inspiration. Passion for establishing design vision and executing design campaigns, from concept to completion, across multiple channels - including digital, print, and environmental design. Smitten with an insatiable desire to learn and spread the love of effective design as a business asset with tangible ROI. Elevate the trajectory of your brand with fresh creative, a design evangelist who can *innovate, inspire and deliver.*

software

Adobe Creative Suite

Expert

Microsoft Office Suite

Expert

OS X | Windows

Expert

education

Bachelors of Art

UC Santa Barbara
BFA & Digital Media

Lynda.com

Continuously learning
Design, UI & Photography

CreativeLive.com

Continuously learning
Design & Photography

Adobe MAX 2016

With focus on Strategy & Motion
After Effects, Premier, Animate

expert skills

Print

Identity | Logo | Branding
Brochures | Posters | Invites
Product Catalogs
Conference & Trade Shows
Typography

Multimedia & Mobile

Responsive Design
Web Site Design | SEO
eCommerce
Email & Advertising
UX | UI | Interface Design
Sales Presentations
Social Media | WordPress
HTML | CSS | jQuery

Strategy & Ideation

Strategic Narrative
Mood & Story Boards
Flow Charts & Use Flows
Conceptualization
Wire-frames & Prototypes
Location & Talent Scouting

Photography

Art Direction
Video & Still
Studio Strobes &
Continuous Lighting

Motion & Video

Broadcast Graphics
Animation & Video

experience

Senior Graphic Designer

Yardi Systems 2012-current Santa Barbara CA

Lead marketing team to create, refine and execute the Yardi brand and marketing campaign across national and international markets for multiple channels. Research trends, train junior staff, and implement processes saving time and thousands of dollars for the company. Execute strategy & creative that consistently outperforms industry benchmarks.

Accomplishment | a singular email campaign delivered over 200 registrants in 48 hours, over 1000 registrations, and resulted in over \$250,000 in actualized new business.

Art Director - Freelance

Nordyke Creative 2003-current Santa Barbara CA

Create and execute campaigns for independent clients, including varied media channels (trade show, web, mobile, responsive, photography, identity, etc.). Specialties include:



Real Estate



Sports & Fitness



Health & Wellness



Consumer Goods & Apparel



Technology & Green Tech



Hospitality, Food & Travel

Senior Designer

Sportvision 2010-2011 Sunnyvale CA

Created art for multi-E Emmy Award winning sports broadcast tech company.

Collaborated to redesign the NASCAR Raceview Application, which won an Adobe MAX Award for entertainment. Developed style guides for ESPN Nascar Broadcast elements, sell sheets, weekly broadcast graphics for various networks.

Earlier Positions

Various ~2000-2010 Southern CA

Led and mentored junior designers and students alike over many years, collaborated with numerous teams. Instructed classes at UCSB and Santa Barbara City College digital arts programs demonstrating team leadership, creative vision, and inspiration to push the limits of design thinking and execution. For a detailed work history visit [LinkedIn Profile](#)