

## 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](#)