



# GABRIEL NORDYKE

senior creative professional

santa barbara, ca | bay area, ca | denver, co | raleigh, nc

## reach out

### Portfolio

p <http://wp.me/P7Uher-2v>

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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

### LinkedIn Learning

Continuously learning

Design, UI, Photography, Video

### CreativeLive.com

Continuously learning

Design, Photography, & Video

### Adobe MAX 2016

With focus on Strategy & Motion

After Effects, Premier, Animate

## 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 (trade show & environmental, digital marketing, social media, print ads, invitations, brochures, branding & logo, and much more). 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.

#### Accomplishments:

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

A recruitment campaign created, including custom employee photography, brochures, ads, and banners for job fairs helped the company acquire talent growing from under 2000 employees to over 6000 currently.

### 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, animation, video, identity, etc.).

Natural talents and interests:



Real Estate



Consumer Goods & Apparel



Sports & Fitness



Technology & Green Tech



Health & Wellness



Hospitality, Food & Travel

#### Accomplishment:

A singular hotel web site redesign resulted in 800% growth in online bookings over a one year period, year over year. Assisted many private clients in comprehensive marketing campaigns that have accelerated growth with a fantastic ROI.

### 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. Developed style guides for ESPN Nascar Broadcast elements, sell sheets, weekly broadcast graphics for various networks.

#### Accomplishment:

In collaboration with team, won Adobe MAX Award for entertainment for the RaceView application created for NASCAR.

### 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](#)