GABRIEL NORDYKE
senior creative professional

Santa Barbara, CA | Bay Area, CA | Denver, CO | Raleigh, NC

NORDYKE CREATIVE

reach out

Portfolio
p   nordykecreative.com

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) (805) 451 8411
in   Gabe Nordyke
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profile

Highly experienced creative pro craving a new brand to evolve and an exceptional team for collaboration and inspiration. Passion for establishing design vision, user experience and executing, 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 and user experience with fresh creative designed to *innovate, inspire* and *deliver*.

software

Adobe Creative Suite
Expert | Adobe XD for rapid user experience prototyping, After Effects for motion and special effects, Photoshop, Lightroom, Illustrator, Premier, Dreamweaver.

Microsoft Office Suite
Expert | Word, Excel, and PowerPoint for creation of professional media templates that are highly useful in the business environment. Custom PowerPoint presentations including video, animation, illustration, custom Word templates for rapid release of polished corporate messaging.

OS X | Windows
Expert

Sketch | InVision | Prototypes
Expert

HTML5 | CSS3
Expert

Bootstrap | Angular | Material
Solid

experience

UI/UX Designer
Yardi Systems   2017-current   Santa Barbara CA

Design, develop and implement user experiences for web and mobile applications using a compassionate, user-centered and research-driven approach. Develop best practices, design systems, and sprint through design and testing within the Angular and Bootstrap frameworks. Delve deep into user personas, buyer journeys, with a constant focus on evolution of a better application experience for the person using it in their day to day work.

Senior Graphic Designer
Yardi Systems   2012–2017   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

Accomplishments:

Assisted many small business clients elevating their brands over many years. Created brands from scratch and implemented them into campaigns supporting successful companies in a broad spectrum of industries and media channels.

Senior Designer
Sportvision   2010–2011   Sunnyvale CA

Created art and UI Design elements for multi-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.

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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, UX
After Effects, Premier, XD

Industry Blogs
Adobe Create
UX Mag
Smashing UI/UX
Creative Bloq
Nielsen/Norman Group
Wired
Fast Company

Product Photographer
Blue Gem Sunglasses   2004 – 2010 Carpinteria CA

Photographed sunglasses and reading glasses in studio lighting set-up for catalogue designs. Solicited and chose models for lifestyle photo shoots. Created shoot plan and schedule for lifestyle product photography. Photographed products on location using models, makeup artist, assistant. Performed post-production retouching on images selected for publishing.

Accomplishment:

Consulted with client on in house studio set up helping them achieve better results with existing staff and equipment, thereby saving thousands of dollars in yearly studio photography costs.

UI Design Instructor
University of California   2002 – 2008   Santa Barbara CA

Instructed a series of classes on user interface design, marketing design, and studio production. Students learned about user interface design conventions, iconography, flow charting, industry standard software Adobe Creative Suite, design conventions, creating use cases, image production, scanning, image preparation for various output, color theory, and the deconstruction & critique process.

Classes were taught in the Extension program at intermediate level and designed for vocational training and refinement rather than academics.

Portrait & Event Photographer
Private Clients   2002 – 2008   Southern CA

Shot portrait photography for engagements, weddings, families, and other events Performed post-production on selected images and delivered digital files. Shot on location, with natural, studio, and strobe light, used makeup artists, and assistants Performed post-production on selected images and delivered digital files to clients.

Web Designer
ABC-CLIO Publishing   1998 – 2002   Santa Barbara CA

Designed web sites, graphics, images, illustrations, maps and layouts for interactive CD-ROMs, educational web site suites, and catalogue print projects. Was responsible for interface design, image production, photo post-production, image database management, and staff multimedia training.

Accomplishment:

Collaborated in design of a suite of products for social studies education in High School curriculum that subsequently won a CODIE award for educational software.

UI Design Instructor
Santa Barbara City College 2000 – 2001 Santa Barbara CA

Educated and inspired students in multimedia design & development for the web. Taught both user-centered principals as well as experimental UI design during a time when user-centered design was in a developmental stage. Facilitated art & design skills such as composition, interactivity, critical thinking, deconstructive process, and color theory.

Accomplishments:

Following several former students as they succeed in creative careers, as Art or Creative Directors.