



About Me

Experienced designer with a demonstrated history of working in digital, print, and apparel industries. Skilled in Adobe Creative Suite, Web Design, Layout, and Visual Communication.

Strong graphic design professional with a Bachelor of Science (B.S.) in Graphic Design from the University of Arkansas–Fort Smith.

Contact

479.285.3208

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hellonathanb.github.io/portfolio

Skills

Branding, logo design, visual identity, asset development, marketing collateral, illustration, layout, typography, concept development, product design, packaging, HTML, CSS

Education

Bachelor of Science in Graphic Design

University of Arkansas–Fort Smith,
May 2016, magna cum laude

Hobbies

Video games, learning Spanish, kayaking, learning javascript, silently judging restaurant menus

Experience

Lead Designer

Outdoor Cap Company, *March 2023 – Present*

- Concept development and design direction
- Market trend research and presentation
- Expert on network specific customers
- Cross-department communication

Product Designer I

Outdoor Cap Company, *Dec 2019 – March 2023*

- Create innovative designs for 100+ different brands
- Apply brand identity, buyer preferences, sales history, market benchmark and trend direction to meet the unique needs of the customer

Freelance Designer & Web Developer

Nathan Beck Creative, *Sep 2016 – Present*

- Web design and PR materials for Future School of Fort Smith
- Brand strategy, logo design, & web services for Coastal Counseling
- Marketing collateral and large format graphics for Dixie Digital Imaging

IT Specialist

Dixie Digital Imaging, Inc., *Sep 2018 – Jun 2019*

- Prepare tech equipment for users
- Document all details for shipping and receiving

Graphic Designer & Prepress Technician

PAC Printers, *May 2017 – Jul 2018*

- Customize graphics to the customer's needs
- Manage production deadlines in a fast-paced environment

Graphic Designer & Online Store Manager

Trinkets LLC, *Apr 2016 – May 2017*

- Executed social media marketing strategies to drive traffic to website
- Organically increased social media following over 200%