

NATHAN BRESKIN-AUER

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SKILLS

Print Design	Photoshop	HTML/DHTML
Web Design/Development	Flash	CSS
Project Management	Illustrator	JavaScript
Vendor Management	Acrobat	Action Script
Budgeting	Streamline	VB Script
Copy Writing	Freehand	ASP
Script Writing	Director	
Photography	Homesite	
Drawing	BB Edit	
Painting	MS Project	
Sculpting	MS Office Suite	
	Windows XP/2000/98	
	Macintosh OS X/9	

EXPERIENCE

2004 Merit Financial Kirkland, WA

Creative Director

Duties and responsibilities include: branding & messaging, department management, photography, print design, billboard design, collateral design (large and small signage, giveaways, t-shirts, etc.), internal tool user interface (UI) design, vendor relationships, and internal marketing.

- Created and launched “This Is Merit” brand and campaign at an estimated total savings of over \$290,000 versus agency cost.
- Launched outdoor campaign with 128.2 thousand daily exposures. Average unique visits to the website increased 28% in less than a month.
- Launched radio campaign on three major local networks (Entercom, Infinity, ClearChannel) with total gross impressions of over 12 million to target audience (over 25 million gross impressions total). Average unique visits to the website increased 10.1% in the first two weeks.
- Designed outdoor event campaign and booth. Exposure to over 200,000 people, distributed hundreds of branded giveaways, and generated over 500 well-qualified leads in 7 days.
- Conceived, photographed, designed, and released multiple print ads for local publications (PSBJ, Washington CEO, Columns, etc.)

EXPERIENCE (cont'd)

- Conceived & designed CRM UI, creating an easily navigable and intuitive tool allowing our loan officers (LOs) to better manage their contacts. The interface includes designs for tracking, managing, and updating LO status, LO pipeline, contacts, calendar, tasks, and reports.
- Shot over 200 custom photographs to develop a stock library, saving tens-of-thousands of dollars versus the cost of purchasing Rights Managed Photography.
- Managed and worked with multiple vendors and freelance designers.
- *Technologies: Windows environment. Photoshop, Illustrator, Acrobat, Flash, D/HTML, JavaScript, ASP, MS Office.*

Freelance

Seattle, WA

Photographer & Designer

- Photos have appeared locally in The Seattle Times, The Seattle Weekly, The Stranger, The Capitol Hill Times, Columns Magazine, Puget Sound Business Journal, Washington CEO and on ClearChannel Outdoor Billboards.
- Rock band photography including: The Posies, The Jon Auer Band, The Long Winters, and The Capillaries.
- Theatre photography including: Seattle Sockeye Fight Choreography Workshop, White Raven Productions at ACT, Theatre Babylon, and Capitol Hill Arts Center's productions of *The Resistible Rise of Arturo Ui*, *Arcadia*, and *Two Birds & A Stone*.
- Art direction, package design, and photography on over 6 CDs for national rock bands.

2003-2004

NEXT Online Mortgage

Mountlake Terrace, WA

Graphic Designer

- Created multiple user experience redesigns of existing online tools.
- Analyzed the successes and failures of existing collateral, conceptualized new designs, built web-performant graphics and implemented presentation layer DHTML and JavaScript.
- *Technologies: Mac OS X & UNIX environment. Photoshop, Illustrator, Flash, D/HTML, JavaScript, PHP.*

EXPERIENCE *(cont'd)*

2000-2003 Microsoft Redmond, WA

Program Manager, Biztalk Rules Engine

Conceptualized and designed a programming UI that enables the user to learn the tool while utilizing it. Developed a model which allows business users to create complex “And/Or” trees with natural language. The design was lauded by clients and analysts alike, including Reuters, and is patented under my name.

- Sole UI designer on team; designed the interface for the rules engine, all marketing collateral, and administrative tool set.
- Conceptualized, photographed, and assembled marketing collateral.
- Worked closely with various disciplines ensuring deliverables were brought in on time and according to scope.
- Drove patent initiative for all core technologies within Microsoft’s Jupiter project, which spanned five major server technologies.
- *Technologies: Windows environment. Photoshop, Illustrator, Flash 4/5, D/HTML, JavaScript, XML, and MS Office.*

1998-2000 IFS, LLC Seattle, WA

Lead Designer

Managed the web design & development group, as well as managed relationships with vendors and contractors.

- Conceptualized, designed, and implemented new websites.
- Led the web design & development group in both creative and technical capacities.
- Developed plans for future growth, including assessing and implementing new trends in technology.
- *Technologies: UNIX/Windows/Mac environment. Photoshop, Illustrator, D/HTML, Java, JavaScript, FTP, MS Office, Real, Window’s Media.*

1997-1998 Comforce/Rhotech Redmond, WA

UI Designer & Web Development Engineer, Microsoft InterPress

Designed the interface for an internal web-publishing tool, and created templates for demonstration and clients.

- Sole UI designer on team; designed layout, look-and-feel, icons, and branding.
- Worked in tandem with C++ developers to create templates that rendered editorial content stored in an MS SQL database.
- *Technologies: Windows environment. Photoshop, D/HTML, JavaScript, VBScript, ASP, and MS Office.*

EXPERIENCE *(cont'd)*

1997 Saltmine Creative Seattle, WA
Project Manager, Microsoft PBS On-line Marketing Group

Managed small team of technical and creative staff on-site at Microsoft, managed projects, worked to ensure ship dates, and functioned as liaison between Microsoft and Saltmine.

1995-1997 EDP Redmond, WA
Web Development Engineer, MSN

- Designed and implemented all technical aspects of the online "film" show *MSN's The Spoken World*. Worked in tandem with the art director and the producers to create content.
- Functioned as a development lead for two of four MSN Core UI pages.
- Worked with industry professionals in LA including John Kricfalusi of Ren & Stimpy fame. Required 35% travel.
- *Technologies: Windows/Mac environment. FutureSplash/Flash, D/HTML, VBScript, ASP, Real Audio, and MS Blue Ribbon.*

EDUCATION

1994 Webster University St. Louis, MO
■ *Awarded Departmental Scholarship*

1991-1994 Western Washington University Bellingham, WA
■ *Awarded Departmental Scholarship*

AWARDS & HONORS

Semi-Finalist
2003 O'Neill Playwright's Conference "*Gabriel/Joy*"
Visiting Playwright
1999 Middlebury College "*Odes*"
Meritorious Achievement in Design
1995 The Kennedy Center & ACTF "*God's Country*" Poster