



## Jack Gatlin

Creative Director / Graphic Designer

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### Overview

**Multi-disciplinary creative director and graphic designer** with 20+ years experience in graphic design, photography, copywriting, interactive design, environmental design, product design, and team / project management for the creation and implementation of globally integrated corporate identities, brand initiatives, social media and influencer marketing, presentations, advertising, print collateral, and packaging.

### Skills

- Creative Direction / Project Management
- Brand Development / Research / Strategy
- Brand Design / Logos / Style Guides
- Copywriting / Messaging
- Marketing / Advertising / CRM
- Social Media / Influencer Marketing
- Print and Digital Advertising Design
- Web Design / Prototyping
- Web Development (HTML/CSS)
- Information Architecture
- Client Management and Communications
- Project and Team Management
- Conceptual Ideation / Storytelling
- Photography / Photo Styling / Art Direction
- Layout / Typography / Color Theory
- Presentation / Pitch Deck Design
- Publication and Book Design
- Packaging and Collateral Design
- Infographic Design / Data Visualization
- Illustration

### Professional Experience

#### Gatlin Creative (2002-Present)

*Principal / Creative Director / Graphic Designer / Photographer*

**Principal of boutique design consultancy / agency** specializing in providing a versatile and reliable resource for branding and the design, production, and development of products, print and interactive media for diverse local, regional, and national brands — as well as outside agency subcontract work across a wide range of vertical markets with contracts for individual consultancy or the subcontracting of teams as needed

- **Client-facing responsibilities** include the account management of prospective, new, and existing clients regarding discovery and tactical project parameters for strategic concepts and designs, current communication and marketing technologies, media production and scheduling, corporate branding updates, budgeting, the development of scope of work contracts, and timely updates on deliverables

- **Creative direction and management** of 1-10 member teams of sub-contractors with responsibilities including the assignment and review of tasks, art direction and coaching of design and production teams on concept ideation, layout, typography, photo compositing and color correction, appropriate production techniques for best practices, time management to insure deadlines, personal performance reviews, and updates on client feedback and product performance analytics

- **Hands-on art direction, conceptualization, design, photography, wire frames, content strategy, copy writing, and illustration** for the development of logos / corporate identity packages / style guides, UX / UI for brand portals and micro-sites, entertainment industry and start-up pitch decks, email campaigns, media kits, social media content, infographics, consumer products and packaging, POP displays, print / digital advertising, publications, books, catalogs, brochures, posters, media kits, event graphics and installations, retail and trade show merchandising, and more

#### Notable Accounts

**Navesink River Productions (2019-Present)** — Contract with content development and media production company for the strategic branding, design, and copywriting of pitch decks for TV mini-series, feature films, and theater productions

**The Collaboratorium (2014-Present)** — Contract with digital innovations think tank in the VR/AR/VX realm for logo, brand, and digital media development as well as co-authoring and design of presentation on Big Data and personalization for the Urban Land Institute, Entertainment Development Council, Fall NYC Conference "The Future of the Experience, 2.0," The Aurea Awards, and more

**Propagate Content (2021-2023)** — Contract with content development and media production company for the design and content development of branding and pitch decks for documentaries and game shows

**SoulShine (2021-2022)** — Contract with permaculture based learning and entertainment company for branding / marketing strategic development, copywriting, and visual and product design for parent brand and multiple subsidiaries

**The BIZ Raise Your Game (2012-2017)** — Contract with global fitness industry / marketing brand for the ongoing development of parent brand and creation and development of sub-brand initiatives for the acquirement of international CrossFit® gym and bootcamp franchisees

- **Work included design and development** of logos / brand identities, seasonal social media, parent website and sub-brand micro-sites, sales funnel landers, digital advertising, marketing collateral, apparel, publications, and educational tools. The BIZ and its subsidiaries had 5,000+ total program enrollments and 882 enrollments in 2015 alone. New franchise program, World's Best Bootcamp and World's Best Kids and Teen Camp, launched in 2014, and expanded from operations in the U.S.A to Hawaii, Canada, New Zealand, and continental Europe within a 2 year period.



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### Software

- **Adobe Creative Suite**
  - Photoshop
  - Illustrator
  - InDesign
  - After Effects
  - Premiere
  - Adobe Express
  - Lightroom
  - Dreamweaver
- **Prototyping Software**
  - Figma
  - Canva
- **CMS / Web Development**
  - Wordpress
  - Woo Commerce
  - Ninja Forms
  - Zapier
  - Squarespace
  - Shopify
- **AI**
  - ChatGpt
  - Dall-E
  - Midjourney
  - Firefly
  - Stable Diffusion
  - OpenArt
- **Google Workspace**
  - Google Drive
  - Google Sheets
  - Google Slides
- **MS Office 360**
  - Word
  - Powerpoint
  - Excel
- **Project Management**
  - Asana
  - Slack
  - Basecamp
  - EverHour
  - Harvest
- **Marketing / CRM**
  - Meta / Facebook / Instagram
  - Hubspot
  - Mailchimp
  - Constant Contact
  - Twitter/X
  - Yelp

### Professional Experience

*(Gatlin Creative - Notable Accounts Continued)*

**Barrel O' Monkeyz (2010-2011)** – Contract with toy and sports marketing agency for the launch of new ball-joint dolls and accessories brand, including extensive discovery phase of research into competitive brands and targeted adult buyer and tween user demographics, comparative color matrices, comparative logo / brand studies, and UX / UI treatments, preceding the tactical execution of final discovery documentation, including multiple logo / branding concepts and marketing strategy, culminating in final style guides and an extensive digital marketing scope of work.

**Vizion Products/ Plasticolor (2002-2009)** – Principal contractor with subcontract team for Vizion Products, a manufacturer of innovative storage products for the automotive market (\$1M Revenue), acquired by Plasticolor (2004), for the design and development of consumer products, corporate branding and identity systems, retail packaging, catalogs, micro sites, and b2b marketing and sales collateral

- **Distribution and buyer acquisitions** included Wal-Mart, Target, AutoZone, Advanced Auto, Pep Boys, CSK, Murray's, Canadian Tire, Hot Topics, Fred Meyer's, Meijer's and VIP Discount Auto, which led to product diversification into the home and gaming markets with associated products and collateral

- **Development of the Vizion brand resulted in contracted in-bound licensing plans** with Ford, Dodge, Chevy, Warner Brothers and Disney for similar products and packaging, as well as developing new products, packaging, and POP displays for Orange County Chopper, Monster Garage, and Harley Davidson

### Barrel O' Monkeyz (2018-2019)

*Creative Director / Graphic Designer / Developer*

**Creative Director, designer, and front-end developer** for a strategic digital marketing agency, specializing in the sports and active lifestyle markets.

- **Client-facing responsibilities** included creative, brand strategy, and marketing consultation; scope of work and estimate budget development; as well as project management and performance analytic reviews for product and new campaign launches for online subscription services and e-commerce solutions in primarily the e-sports and gaming, fitness, sportswear, and optical markets

- **Creative direction and management** of 6-member in-house team, as well as subcontracted designers, copywriters, photographers, and overseas development teams – including art direction, facilitation of brainstorming and strategy meetings, individual performance and production coaching, the assignment and review of tasks and deliverables, and product QA

- **Hands-on copywriting, design, and development** for logos and branding systems, marketing collateral, social media and email campaigns, print and digital advertising, as well as e-commerce sites, campaign landers, and micro-sites

- **Administrative oversight** of internal systems, tech / software innovations and onboarding for increased efficiency, time management, and current best studio practices

### FabFitFun (2012-2016)

*Creative Director / Graphic Designer*

**Creative Director and designer** for start-up media company featuring a national women's lifestyle, beauty, health, and fitness blog and the development of its counterpart monthly curated mystery box subscription service.

- **Key member of business development team** that developed rapidly growing e-commerce quarterly subscription service with a launch acquisition of 2,500 subscribers and growth to 75,000 in 2 years

- **Lead designer for FabFitFun email / blog** with list growth from 178,000 subscribers to 1.013 million in 3 years



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### Education

#### Bachelors of Science in Environmental Design, Specialization in Visual Design

North Carolina State University, School of Design (1993)

- Cross-disciplinary studies included concentrations in product design, architecture, textile design, photography, and painting

#### Web Design and Development Certification

New Horizons Computer Learning Center (1997)

### Professional Experience

*(FabFitFun Continued)*

- **Client-facing art direction** of nationally branded marketing campaigns, celebrity websites, and digital media for clients such as Edelman, P&G, TJ MAXX, Marshalls, Lorna Jane, ALOHA, LuluLemon, Fabletics, Z Gallerie, Paleta, Giulianna Rancic, Mario Lopez, and Rachel Zoe
- **Hands-on design, copy writing, editing, and art direction** of graphic, UX / UI design, production, and web development teams for the creation of identity systems, iconography, wire frames, site designs and upgrades, branded micro-sites, social media posts and advertisements, social influencer parties, HTML emails, campaign and investor proposal pitch decks, internet based advertising, campaign wrap-up reports, direct-response print collateral, infographics, illustrations, consumer product designs, and packaging
- **Photographer, art director, and stylist** for studio and location product and editorial shoots, and management of production teams and associated budgets
- **Manufacturing and production management** of print collateral, consumer products, and packaging — responsible for quotes on cost and time estimates, vendor procurement, project management of client-side and vendor deliverable deadlines, press-checks, and quality control of end product and cost / time adjustments to maximize budget
- **CRM communications strategist** for tactical execution of email and cost-effective direct-mail deliverables
- **Coordinator and facilitator** of ongoing communication, meetings, and brainstorming session with Executive, CRM, Acquisitions, Sales, and Design teams to share trend research, analytics, and campaign results to enhance product quality, conversion, and reduce CPA
- **Coaching and teaching** of design principles, desktop software applications, APIs, and CMS content implementation with graphic design team and production staff to enhance employee personal development, use of best practices, and efficient studio work-flow
- **Co-coordinator of influencer marketing events** and parties promoting seasonal launch campaigns — in charge of on-site photography, lighting, electrical, signage, red carpet, step-and-repeats, sponsor booths and installation management, and organization of labor for set-up and take-down

### AT&T / BellSouth Advertising and Publishing (1994–2001)

*Art Director/ Associate Creative Manager*

**Art Director, graphic designer, and interim creative manager** for in-house corporate graphics department of AT&T / BellSouth Advertising and Publishing Corporation

- **Project management and collaboration** with artists, account executives, and inter-departmental marketing VPs for the strategic development, design, production, and management of district, national, and in-house products, sales collateral and advertising campaigns — as well as specialty graphics for BellSouth corporate, its affiliates, and major corporate accounts, such as Air Trans, Rollins Corp, The ACC, and Home Depot
- **Creative management** of 12 member graphics / production team with responsibilities including the assignment, review, and sharing of tasks as necessary to insure deliverable deadlines were met, art direction and coaching of individuals on concept ideation, layout, typography, photo compositing and color / image correction, appropriate software production techniques, and adherence to protocols for quality control, naming conventions, and back-up policies
- **Hands-on art direction, conceptualization, design, photography, copywriting, typography, illustration, and digital and print production** for the design and production of logos and corporate identity packages, UX / UI for new digital platforms, newsletters, one-sheets, brochures, sales kits, media kits, periodical and direct-mail advertisements, digital displays and interactive presentations, specialty directories, billboards and exterior banners and signage, branded goods and apparel, event / trade show signage and booth displays