

ABOUT ME

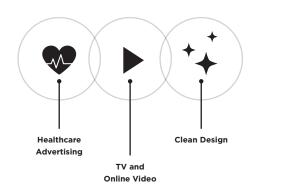
After over a decade of working in advertising, I still love casting unexpected heroes, crafting arresting visuals, and telling stories that move people. I relish the challenge of creating work that pushes creative boundaries and blends strategy with artistry.

Relationships are key to creating great work. I believe in nurturing creativity, fostering an environment where every team member feels empowered. With clients, effective communication and active listening are crucial, creating an environment of trust and collaboration. And that's when the magic happens.

SKILLS

ТЕСН		SOFT
Photoshop	•••••	TV Campaign Development
Illustrator Indesign	•••••	Shoot Supervision Storyboards
AfterEffects		New Business Pitches
Premiere		Web & Print Design
Figma		Testimonial Videos
Sketch		Animation
HTML + CSS		Branding
Javascript	$\bullet \bullet \bullet \bullet \bullet$	Type Design
Powerpoint	•••••	Infographics
Maya3d	$\bullet \bullet \bullet \bullet \bullet$	Illustration
AI Image Generation		Client Presentations
ProCreate	••••	Mentoring

SPECIALTIES



TRAVEL



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nathanica@gmail.com 917-535-4585

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EXPERIENCE

9 years 2022-present 2019 2014		PUBLICIS NYC Group Art Supervisor Sr. Art Director Art Director
2 years 2014 (5 mos) 2014 (4 mos) 2013 (3 mos) 2012 (3 mos)		FREELANCE AD NYC EBAY PUBLICIS LIFE BRANDS TRIBAL BARBARIAN GROUP
3.5 years 2010 2008		EURO RSCG NYC Sr. Designer Designer
6 months 2007	þ	NOVA NARA, JAPAN English Teacher
3.5 years 2004-2007	þ	PRATT INSTITUTE NYC Lab Manager

EDUCATION

BACHELOR OF FINE ARTS

RUTGERS UNIVERSITY 2001 MASON GROSS SCHOOL OF ART Double Major Visual Arts—Multimedia Cognitive Science—Al CONTINUING EDUCATION

PRATT INSTITUTE Maya 3D-2005

SCHOOL OF VISUAL ARTS Design Workshop—2017

NJ SCHOOL OF DRAMATIC ARTS Improv I & II-2023

Boats

ACHIEVEMENTS



Developed campaigns for a medication that subsequently became the most profitable drug in the world



Worked on Cannes-winning campaigns including Vesicare "Pipe People" and "Double-Whammy" disease awareness





Helped win multiple pitches including Hersheys, Heineken, and others

HOBBIES





Guitar