

Nate Langford

Senior Art Director | Creative Technologist

Brand Identity | Integrated Campaigns | Visual Storytelling | Social Campaigns
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+SUMMARY

Brand-obsessed art director and creative leader with 15+ years building cross-channel campaigns across digital, motion, social, experiential, and emerging media. I lead integrated creative from concept through production, translating brand strategy into breakthrough campaigns and cohesive visual storytelling. A committed creative partner in the art director/copywriter model, with a track record of turning briefs into ideas that earn awards and results. Known for aesthetic rigor and the ability to deliver disruptive, brand-defining work across identity, campaign, and experience design. Currently building a product design/brand venture taking a patent-pending invention from concept through identity, packaging, and launch storytelling. Actively seeking new opportunities.

CORE CAPABILITIES

Concept Development | Integrated Campaigns | Art Direction | Creative Direction | Brand Identity | Design Systems | Motion Design | UX/UI | Packaging Design | Visual Storytelling | Social Campaigns | Typographic Systems | Brand Audits | Creative Technology & AI Workflows | Team Leadership & Mentorship | New Business

TECHNICAL SKILLS

Design: Figma, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Sketch
AI Tools: ChatGPT, Claude, Midjourney, Firefly, Gemini, Runway, Sora, Veo, ElevenLabs
Motion & Video: After Effects, Premiere, CapCut
Presentation: Keynote, PowerPoint, Figma Slides

+EXPERIENCE

Founder + Creative Director | Spacetation, LLC | New York, NY | Oct 2025 - Present

Founded a product design and brand venture at the intersection of industrial design, identity systems, and creative technology.

- Conceived a patent-pending hammock system built with high-tech materials and minimalist product design aesthetic
- Took product from concept through patent filing and prototyping; positioned for independent manufacturing
- Developed product positioning, launch storytelling, packaging, and e-commerce brand experience
- Built Spacetation's brand voice, visual language, and cyberpunk-inspired identity system from the ground up using Figma & Gen AI

Group Art Supervisor | Publicis | New York, NY | Oct 2014 - Oct 2025

Led concept development and integrated campaigns in partnership with copywriter for major clients including Walmart, Heineken, Elanco, and confidential healthcare and wellness brands. Promoted three times: Art Director (2014) to Sr Art Director (2019) to Group Art Supervisor (2022); ECD-recommended for ACD

Campaign Development + Brand Building

- Developed and stewarded visual identities and campaign ecosystems across digital, social, OOH, and retail/spatial/experiential
- Built launch campaign that pushed brand to #1 in its category in 2 years
- Art directed campaigns that consistently achieved Millward Brown scores 2-3x industry benchmarks
- Won a Cannes Bronze Lion for "Double Whammy" animated campaign (2015)
- Helped shape launches, repositionings, and breakthrough "Big Idea" creative through concept-first thinking
- Collaborated with copywriter, strategy, and account to translate brand objectives into coherent visual language and messaging
- Presented integrated campaign concepts and creative rationale directly to senior marketing teams, collaborated with client leadership on-set

Broadcast Production + Direction

- Supervised 15+ TV and video shoots across LA, Vancouver, Toronto, Atlanta, NY, and NJ with budgets from 50K to 3M+
- Selected directors and photographers, supervised casting, location scouting, shot planning, and on-set creative with production team and clients
- Built storyboards and oversaw post-production pipeline including editing, color, sound, motion graphics, and VFX, to align with brand standards
- Developed 2D/3D animated MOA and explainer videos with high-end animation studios

Creative Leadership + People Management

- Built and mentored team of 6 art directors and designers, facilitating multiple promotions
- Led brand planning workshops, concept development, and creative reviews with a strong emphasis on craft and storytelling
- Worked with C-suite executives and marketing leadership on creative brief development and brainstorming tactical planning

Social + AI

- Developed platform-native and multi-platform social campaigns including UGC and viral ideas for TikTok, Instagram, and Facebook
- Integrated AI-assisted concepting as well as image, audio, and video generation technology into campaign development workflows

Freelance Art Director | The Barbarian Group, Tribal DDB, eBay Enterprise | New York, NY | Nov 2012 – Sep 2014

Created digital experiences and integrated campaigns for leading global brands including Levi's, Samsung, Exxon, and Ahold Groceries.

Fashion + Retail

- Designed retail-facing email campaigns for Levi's Made & Crafted across 5 campaign waves
- Created high-end fashion layouts leveraging lookbook photography to drive traffic and sales
- Updated Levi's website with responsive modules and homepage redesign
- Built presentation decks and presented directly to Levi's marketing leadership, earning expanded scope

Energy

- Designed global website redesign and promotional contest for ExxonMobil with photo submission mechanics
- Created icon libraries, infographic systems, and modular design components
- Developed display advertising and print campaigns supporting digital initiatives

Consumer Electronics + Cross-Functional Work

- Designed digital experiences for Samsung including responsive websites and tablet applications
- Partnered with copywriters, CDs, strategists, and production teams
- Managed projects from brief through launch, on-time and on-budget

Senior Designer | Euro RSCG / Havas | New York, NY | Oct 2008 – Mar 2012

Contributed to award-winning campaigns across finance (Schwab), automotive (Volvo), CPG (Kraft, Dr. Scholl's, Hershey's), healthcare (GSK) and beer (Heineken).

Financial Services

- Designed animated display systems for Charles Schwab; campaign contributed to 800K+ new accounts
- Delivered the brand's strongest account growth in 8+ years
- Evolved brand style and animation guides across financial product lines
- Created options trading hub for Schwab.com with educational content

Automotive + Lifestyle

- Designed 3D car animations and configurator experiences for Volvo
- Won Heineken pitch; built high-performing banners, a party locator app, and interactive experiences

Consumer Packaged Goods

- Designed holiday microsite for Kraft featuring interactive game, story generator, and recipe galleries
- Campaign achieved thousands of sweepstakes entries and earned Adweek coverage
- Created Dr. Scholl's responsive website including a foot consultation product-matching tool
- Won pitch for Hershey's digital business, designed website refresh, banners, and social ads

+ EDUCATION

Bachelor of Fine Arts | **Rutgers University, Mason Gross School of the Arts** | 2001

Double Major: Visual Arts—Multimedia Concentration, Cognitive Science

Continuing Education: **School of Visual Arts**—Design Workshop (2017), **Pratt Institute**—Maya 3D (2005)

+ AWARDS AND RECOGNITION

2015 Cannes Bronze Lion Winner - "Double Whammy" Animated Campaign

2012 Gold Effie Award Winner - GSK Digital Campaign

2012 Bronze Effie Award Winner - "Pipe People" Animated Campaign

Millward Brown High Performance Scores - Multiple campaigns exceeding industry benchmarks by 2-3x

Adweek Feature - Kraft Holiday Digital Experience Campaign (2009)

+ ADDITIONAL EXPERIENCE

International Production: Supervised shoots in Toronto and Vancouver

Teaching: Six months teaching English in Nara, Japan

Illustration: Published illustrator with distinctive style combining bold color, dynamic angles, and fine linework
