

# Nate Paul / Design Lead

natepaul.design

npauldesign@gmail.com / 314.913.4654

## Work Experience

### Concordia Publishing House Saint Louis

Manager, Digital Design / Aug 2015 – Present

Manages teams and processes to work through competing demands on projects. Leads, trains, and develops staff for maximum effectiveness in support of goals. Developed and continues to maintain corporate brand style guidelines.

Lead Digital Designer / May 2013 – Aug 2015

Integral contributor to formation of new design team, culminating in appointment as team lead. Led design projects for product design, front-end web development and digital design.

Web Designer / May 2012 – May 2013

Designed and coded email templates that increased performance far above industry standard benchmarks. Designed marketing material for book promotions. Worked directly with eCommerce Manager and IT to enhance an aging web platform.

### Nine Network (KETC) Saint Louis

Web Manager / October 2010 – May 2012

Designed and coded multiple platforms such as [ninenet.org](http://ninenet.org). Served as consultant on various nationwide PBS projects. Developed and implemented online strategies, digital media, online communities and social connections. Analyzed all web production and properties to optimize online performance.

Multimedia Designer / March 2009 – October 2010

Redesigned 36 page bi-monthly magazine, designed communication materials for special events such as emails, invitations, flyers and event programs. Designed and directed graphic treatments for the documentary film "A Time for Champions". Also developed Brand Guidelines for the nationwide roll-out of the program "Facing the Mortgage Crisis".

### Intaglio Creative Saint Louis

Designer / February 2008 – January 2009

Created and maintained company brands, designed and coded interactive websites. Led the art direction of Barnes-Jewish West County Hospital's website [barnesjewishwestcounty.org](http://barnesjewishwestcounty.org).

### Kraft Design Saint Louis

President and Designer / June 2007 – present

Established clients such as Anne Milford, author of "How to Marry the Wrong Guy", featured on KMOX and KSDK/Channel 5. Designed and developed the corresponding book website. Designed print promotions for Green Park Lutheran School. Redesigned healthcare software for supporting benefits decision-making.

## Education

### University of Missouri–Saint Louis

2002–2006

Graduated May 2006 with Honors – Bachelor of Fine Arts in Graphic Design.

## Skills

### Design

Prototyping, Interface Design, Information Architecture, Marketing Design, Email Template Development, Front-End Development, A/B Testing, Web Analytics, Photo Editing, Video Editing, Branding

### Leadership

Coaching, Performance Evaluation, Project Scope Analysis, Design Effectiveness Reporting, Task Prioritization, Design Critic Facilitation, Team Training

## Extracurriculars

### GOOD Ideas for Cities (St. Louis)

Collaborated with diverse team to solve issues related to the fragmentation of St. Louis city and county governments. Designed final presentation of the teams ideas, unveiled live at GOOD Ideas Event to local government and media.

### Salem Lutheran Church and School Branding Committee and Internet Committee

Rebranded church and school to reflect the new vision and mission statement. Website design and development.