

NATE YATES → RESUME

INFLUENCES

Music, art, culture and life. These are my influences that continually inspire me to create. A love and respect for all genres of music helps to be versatile with my design style. A knowledge and appreciation of fine art and art history gives my work an artistic flair and keeps it from becoming dull and lifeless. An exposure to many different cultures and communities helps me to see things from different perspectives - cultural awareness & sensitivity can add depth, meaning and richness to a project and creates a personal connection for the viewer. An increased awareness of my surroundings in life give me inspiration. The people I meet, the places I go, neighborhoods, buildings, cities, the natural world, the birds in the trees and the clouds in the sky. All of these influences listed here will help me to continually grow as a graphic designer and always stay fresh and prosperous for my clientele.

SKILLS

I have strong skills in every aspect needed in creating a strong brand: project management, marketing, advertising, logo design, color theory, web design, print design, typography, page layout, and a strong knowledge of photography and illustration. I have become a very well-rounded designer during my time at Conover and the other various positions I have held.

AWARDS

- Received 1st place overall in the 2004 AIGA San Diego Portfolio Review.
- Won the people's choice award at the 2008 Addy's for the AIGA San Diego Y-Conference logo.
- Included in LogoLounge IV for the "Shake That Brain" logo.

REFERENCES

David Conover at 619.238.1999
Jerry Jamison at 619.691.1200
Bobby Buchanan at 858.450.1150

EDUCATION

San Diego City College classes

- Logo and Packaging
- Portfolio B

SDSU: Bachelor's in Arts, emphasis in Graphic Design

- Earned an overall 3.5 G.P.A

Southwestern College: Associates in Arts, Graphic Design

- Emphasis in design, photography and illustration
- Designed collateral for theatre and art gallery events

Study abroad trips to Italy, Greece and Spain

- Classes in renaissance art history and geography
- Studied Spanish language

EXPERIENCE

April 2009 - August 2009: Designer, Noise13

- Designed web comps and various print materials

Mar 2005 - Present: Designer, Conover

- Headed design & conceptualization of various brands
- Designed logos, brochures, packaging, websites & other

Oct 2004 - Mar 2005: Designer, Jamison Advertising

- Designed brochures, ads, logos & websites

Jan 2004 - Sept 2004: Printer assistant, City Printing

- Worked with clients such as the Union Tribune and InMotion

June 2003 - Oct 2003: Internship, Buchanan Design

- Developed logos and identities
- Created flyers for the Pacific Athletic Club

Oct 2001 - May 2003: Designer, Aztec Recreation Center

- Designed posters, flyers, identities and displays

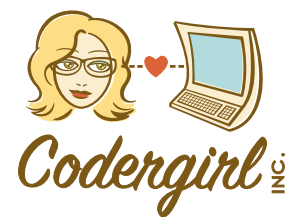
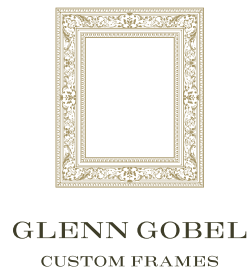
May 2001 - Oct 2001: Internship, Gary Bell Design

- Political campaign brochures
- San Diego Street Scene Music Festival

CONTACT

create@nateyates.com
619.274.6675

→ IDENTITIES



→ IDENTITIES



BRANDING → THE CLIFFS DEL MAR



The Cliffs Del Mar was a sustainable building project planned for development in Del Mar, CA. The project was to be a modern, LEED certified building with green roofs (A garden would be planted on the rooftops). They were to be used as office buildings and retail space with a café in the front. I was tasked with creating a brand for this project to help gather favor for the building with the local residents through collateral pieces and a web-site. I wanted the logo to represent the sustainable aspects of the building as well as show how the building can fit within the community. The result was an icon in a circular shape portraying water, land and sun flowing into each other picturing a harmony within nature. The repeated line pattern in the icon echoed the repeating pattern of the architecture.



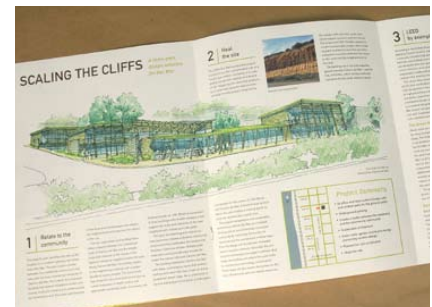
The Cliffs Del Mar Newsletter & invitation



Website (studioconover.com/archived/TCDM)



Image of proposed building



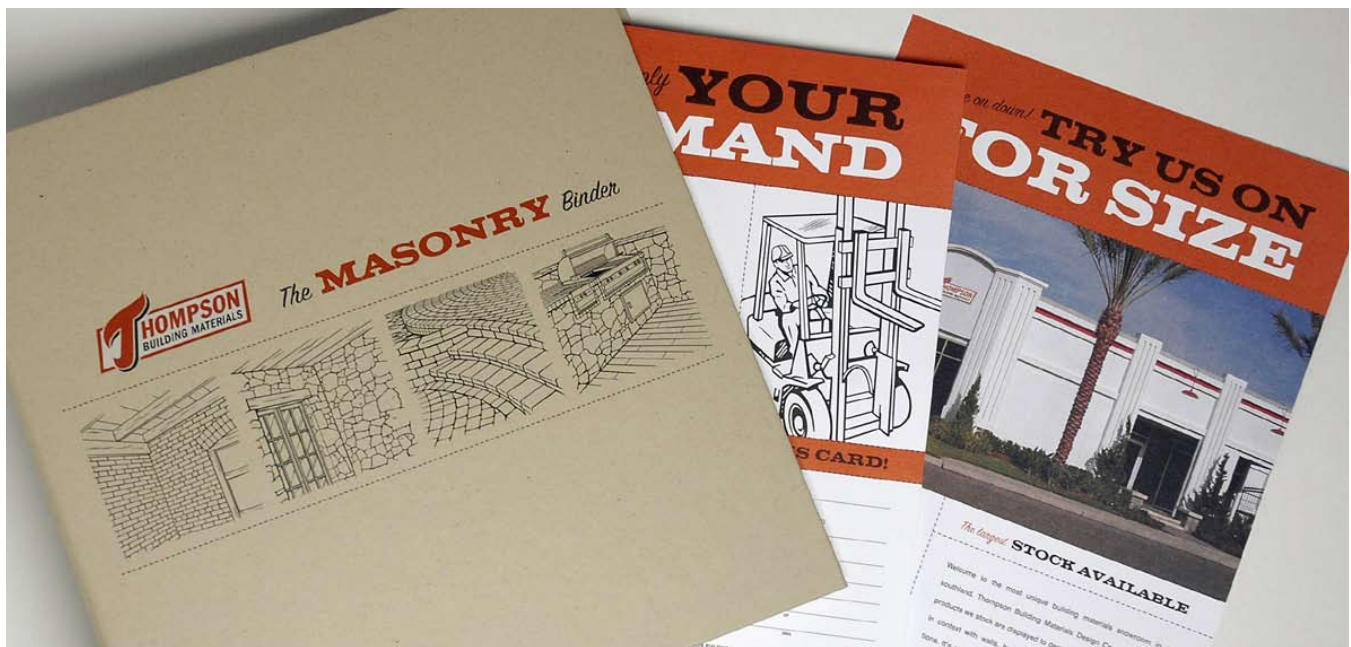
Inside of Newsletter

BRANDING → THOMPSON BUILDING MATERIALS

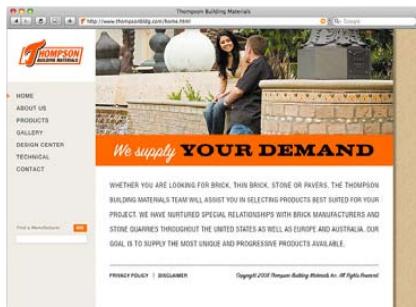


Logo Re-design

Thompson Building Materials, a masonry supplier with offices across the west coast, wanted to refresh their brand. Inspired by old instruction manuals and 1960s era advertising, I wanted to evoke a brand with a long history of service based on old-fashioned values and a friendly atmosphere. I cleaned up their logo and selected a color-palette and fonts for future collateral. An Architectural spec binder was created to advertise the many manufacturers they represent. Later, a brochure was created to advertise their new line of brick veneer. Finally and most importantly, a website was created, with each manufacturer featured and a gallery of their product line.



Architectural Spec binder



Website (www.thompsonbldg.com)



Binder packaging



Thompson Thin Brick Brochure

BRANDING → AIGA SAN DIEGO Y-CONFERENCE



The AIGA San Diego Y-Conference is a two-day design conference held annually in San Diego. Well-known designers from around the country are invited to speak on design-related topics. Conover volunteered to brand this pro-bono project and I headed the design and production of the brand for the 2008 conference. The topic of this year's conference was sustainable design, so we created the brand around this concept. We titled it "Seeds of Change", with the main logo being a Y13 growing out of a seed (Y13 is short for "The 13th annual Y-Conference"). Many elements were needed to be created for this conference: a website, magazine ads, email blasts, a foldout mailer, a conference badge, T-shirts, an introduction video, signage and decoration for the conference, and stage design.



Collateral



Website (www.y-conference/y13)



Stage design



Intro Video for conference
(www.vimeo.com/843090)

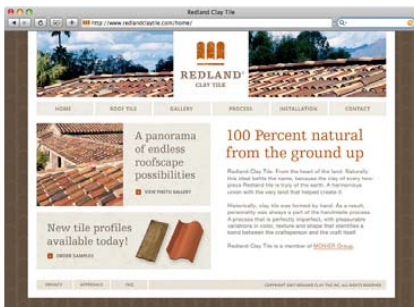
BRANDING → REDLAND CLAY TILE



Redland Clay Tile, an all-natural clay tile manufacturer was in need of a fresh look for their company. I was tasked with this re-brand project. Redland Clay Tile have always prided themselves as being “100% natural”, so I wanted to create a logo and brand that kept that ideal. In the logo, the three tiles represent a portion of a roof created Redland Clay Tile. The tiles hint at the spanish mission arches that are present in its architectural style. The texture demonstrates the natural imperfections that makes each hand-made tile unique. The tiles in the logo were created into a pattern that was included throughout the branding. A new logo, architectural spec binder, brochure, website and stationery was created for this brand.



Architectural Spec binder



Website (www.redlandclaytile.com)



Brochure



Stationery package