

# Nathan Butler

## Creative Direction | Associate & Customer Experience | Engagement & Learning

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## Director Summary

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Creative Director and multidisciplinary leader with 18+ years of experience shaping associate, customer, learning, and brand experiences for global retail organizations. Known for setting creative vision, elevating design quality, and transforming teams into strategic partners. Connects culture, communication, and engagement to business outcomes including sales performance, hiring, and retention, while maintaining brand integrity and creative excellence at scale.

## Experience

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### Director, Store Operations | Victoria's Secret & Co. | Reynoldsburg, Ohio – 2024-Present

Promoted to Director to lead the creative strategy for store operations. Deliver best-in-class creative, communication, and engagement programs for associates in Victoria's Secret and PINK stores.

- Partner with cross-functional leaders in Marketing, Visual Merchandising, HR, and Operations to accelerate business objectives and set the creative vision that produces sales results.
- Influence associate and customer experience at scale by translating enterprise priorities into clear, actionable creative and communication strategies for thousands of store associates.
- Set and oversee the creative vision for store operations across print, digital, and video—ensuring brand integrity, clarity, and high-quality execution that align associate experience to the customer experience.
- Lead associate engagement strategy and concept incentive-led programs tied to cultural moments, seasonal priorities, and business goals – driving participation, motivation, and brand alignment.
- Creative director for large-scale in-person meetings, defining the visual language, narrative flow, and experiential design across stage visuals, content, and video in partnership with executive leadership.
- Set team direction, clarify priorities, and coach designers to build confidence, ownership, and decision-making capability—supporting both delivery and long-term growth.
- Establish creative standards and review work to ensure consistency, craft, and brand expression across all store communications and experiences.
- Oversee budget management, vendor partnerships, and production timelines.

### Art Director, Store Operations | Victoria's Secret | Reynoldsburg, Ohio – 2018-2024

- Led and executed visual strategies for product launches, engagement, national sales events, store communication, and selling tools for both print and digital products.
- Defined and evolved the visual language for store communications and selling tools, aligning creative expression with brand, seasonal storytelling, and associate needs.
- Managed creative production for VS careers social media and increased engagement by 2 points and 150K within a 6-month period.
- Wrote and designed weekly communications for store teams, reinforcing brand identity and culture.

### **Creative Manager, Store Operations | Victoria's Secret | Reynoldsburg, Ohio – 2015-2018**

- Led design and launch of a native iOS app for retail store leadership, streamlining communication and improving engagement.
- Reimagined VS, PINK, and beauty product launches for sales education while managing a monthly store budget of \$50-\$100k for print.
- Designed interactive training experiences and onboarding content for iPad devices in stores.

### **Sr. Designer - Digital Experience | L Brands | Columbus, Ohio – 2009-2015**

- Drove digital experience retail communication and education strategies for Victoria's Secret and Bath & Body Works.
- Designed, developed, and maintained native iOS iPad applications that increased the speed of communication, education, and saved ~\$200K annually on printed materials.
- Designed, developed, and maintained an interactive online reference tool for global teams, improving speed and accuracy of information access.

### **Consultant - Digital Experience | L Brands | Columbus, Ohio – 2007-2009**

- Designed, developed, and implemented an eLearning platform on Point-of-Sale systems and iPads across retail stores.
- Developed instructor-led training and facilitated creative workshops for internal design teams.

## Education

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### **Master of Science, Instructional Technology**

Bloomsburg University of Pennsylvania, Bloomsburg, PA

### **Bachelor of Science, Graphic Design**

West Liberty University, West Liberty, WV

## Competencies

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Creative Strategy & Vision | Leadership & Team Development | Cross-Functional Collaboration | Brand Storytelling | Customer & Associate Experience Design | Communication Strategy | Event & Video Production | Budget & Vendor Management | Digital & Print Production | Instructional Design & Learning

## Tools & Platforms

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Adobe Creative Suite | Microsoft Office | eLearning & UX Platforms | Video Editing Tools | Content Management