

Nathan Butler

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Profile

I'm a designer focusing on associate experience, communication, and instructional products. I bring a strategic thought partnership to achieve goals and educate on emerging trends and innovative technology. I'm currently the Art Director for store operations at VS&Co. I bring to life products that support the associate's function, career growth, and processes.

Education

Bloomsburg University of Pennsylvania

M.S. Instructional Technology

2006; Bloomsburg, PA

West Liberty University

B.S. Graphic Design

2005; West Liberty, WV

Skills

Talent Management and Development

Creative Direction

Empathy

Collaboration

Diversity, Equity, and Inclusion

Retail Operations

Event Production

Video Production

User Experience

Adobe

Work History

VS&Co / Art Director

2018-PRESENT; COLUMBUS, OHIO

Lead and develop a high-performing design team for store operations. Responsible for all print, digital, and video communication, engagement, and learning materials for store associates. Provide direction on brand authority and standards.

- Plan strategy and lead creative direction for Victoria's Secret and PINK product launches, national sales meetings, interactive education and training on mobile devices, and diversity, equity, and inclusion
- Maximize team's time by negotiating timeline, budget, and utilizing third-party vendors when needed
- Present key initiatives to executive leadership
- Manage and direct the art for LinkedIn careers resulting in an increase of 150k followers and a 2 point increase in engagement from 2020 to 2021
- Direct video and photo production for store associate training
- Implement translated materials for French and Spanish speaking associates

Victoria's Secret / Creative Manager

2015-2018; COLUMBUS, OHIO

Led design process for store operations. Conceived original designs used for communication, education, engagement, and national sales meetings.

- Implemented a new native iOS app for store associate communication - led design process and communication of app architecture for front-end and back-end development
- Designed and developed interactive training for store associates on iPad - focused on new product launches and onboarding
- Reimagined lingerie and beauty product launches for sales education while managing a monthly store budget of \$50-\$100k for print

L brands / Sr. Instructional Designer - Digital Experience

2009-2015; COLUMBUS, OHIO

Led educational user experiences for domestic and international retail stores on Point-of-Sale systems and mobile devices. Specialized in developing learning for store associates on selling behaviors and product knowledge.

- Managed senior leadership relationships through the continuous improvement of learning technology by building innovative ideas for retail stores
- Saved \$200,000 annually by converting paper-based product knowledge books in Victoria's Secret and PINK stores to a digital experience
- Designed and developed an interactive online self-help system for domestic and international home office partners for quick reference content - PDF, Excel, Video, etc...

L brands / Training Consultant - User Experience

2007-2009; COLUMBUS, OHIO

- Expanded associate education speed and efficiency by designing and developing an eLearning platform on point-of-sale and iPad devices in all Victoria's Secret and Bath & Body Works' retail stores
- Designed, developed, and wrote instructor-led materials for home office technology facilitators
- Facilitated creative sessions on advanced illustrator techniques for product designers
- Managed SCORM and ADA compliant courses within SumTotal for home office