

Nathan Butler

Columbus, OH • natethombutler@gmail.com • nathanielbutler.com • linkedin.com/nathanbutler

Director Summary

- Multidisciplinary creative leader of 18+ years shaping experiences for global organizations.
- Grew a team of print only designers into a multidisciplinary design team for print, digital, and video.
- Lead high-performing teams, guide cross-functional alignment, and elevate the role of design as a strategic business partner.

Experience

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

Promoted to Director to lead the creative strategy and execution 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 align creative strategy with business objectives.
- Guide team priorities, delegate executional work, and coach designers to build confidence, ownership, and leadership capability.
- Oversee budget management, vendor partnerships, and production timelines.
- Direct and design selling and hiring marketing signage and tools.
- Direct digital experience for associate portal in stores.
- Direct French and Spanish translation and localization strategy for US and French-Canadian markets to ensure clear, inclusive communication and education.

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.
- 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.
- Directed photo and video production for executive communication and associate engagement and learning.

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

Master of Science, Instructional Technology

Bloomsburg University of Pennsylvania, Bloomsburg, PA

Bachelor of Science, Graphic Design

West Liberty University, West Liberty, WV

Competencies

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

Tools & Platforms

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

Who I Am & What I Love

I'm a husband, father, and designer. I came from a small town with hard working parents that grounds me to this day. I love music, comedy, and a good food dip. Most of all, I love people and how inspiring they can be and how I can inspire them.