



NATHAN ALLEN

Creative Director

With a firm belief in authenticity, I empower those around me to innovate, grow, and succeed.

I specialize in solving problems with empathy and precision, blending creativity and strategy to deliver exceptional user experiences. By diving deep into campaign metrics, user data, and customer journeys, I craft efficient and effective paths to success that drive real results.

WORK EXPERIENCE

Creative Director/ UX Designer

2019 - CURRENT

hear.com

Established and led the design team, cultivating a high-performing team through effective hiring, mentorship, and streamlined processes.

Oversaw end-to-end design processes, including user research, ideation, prototyping, and visual design, resulting in impactful user experiences and successful product launches.

Conducted research and analysis to understand user needs and preferences, using insights to inform product design decisions.

Ensured a cohesive visual experience between the product and external materials, elevating the brand presence.

Integrated design thinking into Engineering, Product, and Design processes, expanding its impact beyond current boundaries.

Spearheaded innovation in tools, systems, and processes to drive scalability and faster time to market.

Digital Marketing Manager

2018 - 2019

Northfield Medical Manufacturing

Conducted market research and analysis to inform the creation of multiple brands, websites, packaging, and marketing materials.

Led a successful rebranding effort that resulted in a 20% increase in revenue within one year.

Visual Designer

2014 - 2018

Easton Advertising

Collaborated with stakeholders to develop marketing strategies tailored to client needs.

Created and maintained designs for web, mobile, and print, optimizing brand performance.

CONTACT

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SKILLS

Professional Skills

Innovation ●●●●●●●●

Strategy ●●●●●●●●

Direction ●●●●●●●●

Talent Acquisition ●●●●●●●●

Growth ●●●●●●●●

Technical Skills

Research/Analysis ●●●●●●●●

User Experience ●●●●●●●●

User Interface ●●●●●●●●

Project Management ●●●●●●●●

Figma ●●●●●●●●

Creative Suite ●●●●●●●●

HTML/CSS ●●●●●●●●

Personal Skills

Leadership ●●●●●●●●

Interpersonal Effectiveness ●●●●●●●●

Adaptability ●●●●●●●●

Empathy ●●●●●●●●

Web Designer

2013 - 2014

Ferguson Enterprises

Designed and developed innovative marketing materials used by 18,000+ associates across the company.

Collaborated with internal stakeholders to ensure effective communication of key messages.

Web Designer

2009 - 2013

IssueTrak

Managed company domain, overseeing mobile and desktop design, SEO, and performance optimization.

Contributed to branding efforts and increased sales through impactful marketing materials.

EDUCATION

Business Coaching

Jay Shetty Certification School
2022

Visual Design

Old Dominion University
2007 - 2011

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