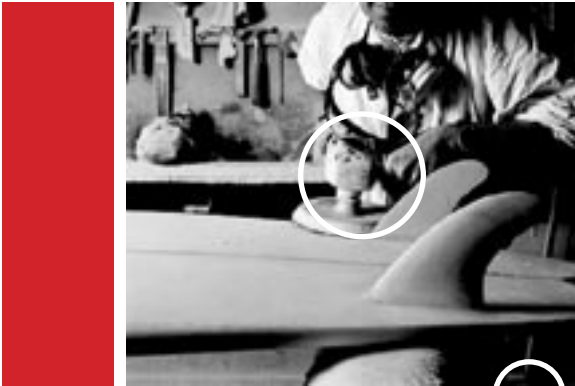


rac.n.nate°

portfolio lite 2.0° an

extension of www.nathantanemori.com



A custom hand-shaped surfboard will give you an unparalleled ride. Similarly, this **book** has been hand crafted to give you an exceptional overview of my work and capabilities. The average ride on a wave is 7-10 seconds long — I'm hoping you'll spend more time looking through this. Enjoy. ° N8



Nathan Tanemori

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profile

datasheet

portfolio

design

illustration



who is nate?

A top-notch **Graphic Designer** and **Illustrator** with over 8 years experience in the fields of Art, Design and Technology within the corporate in-house environment. Hands-on experience in Design and Art Direction for Print, Web, Motion, and Interactive Media. Proven ability to combine artistic creativity and innovation with business pragmatism and practicality.

why nate?

Working across diverse vertical markets keeps me inspired. Creating for a broad range of media keeps my edge sharp... What does all this mean? **experience**. It means I can bring ideas and insights from one industry to an entirely different industry. It means I understand the parameters of a medium and how it can be effectively utilized in another. It means I constantly strive to think outside-the-box to accomplish, and even surpass, a goal.

qualifications

- Proven track record of delivering company/client solutions on time and within budget.
- Solid understanding of typography, color theory, photography, and illustration.
- Print buying experience.
- Knowledge of print and Web production processes.
- Technical and creative writing.

technical skills

- Photoshop, Illustrator, ImageReady, LiveMotion, Flash, SWF, Acrobat, PDF, GoLive, HTML, After Effects, Premiere, InDesign, Quark, FrameMaker, Office, Alias, Softimage.
- Proficient in both Mac OS X and Windows XP environments.
- Refined skills in Painting and Drawing with traditional media.

experience

- CREDENCE SYSTEMS CORP.**, Milpitas, CA (2004 – 2004)
Sr. Graphic Designer
- MACY'S WEST, INC.**, San Francisco, CA (2003 – 2004)
Designer – (Consultant)
- BRASSRING, INC.**, Santa Clara, CA (2002 – 2003)
Sr. Graphic Designer
- ADOBE SYSTEMS, INC.**, San Jose, CA (1996 – 2002)
Designer / Specialist
- RES-O-NATE** (1992 – Present)
Freelance Designer & Illustrator

education

SAN JOSE STATE UNIVERSITY, San Jose, CA
Bachelors degree in Graphic Design.



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identity



Adobe Systems Inc. ^o event logo

Logo design that plays off of the name of the Web publishing conference series for Adobe. "Jazz Up Your Net Image" also incorporated a jazz music theme in its presentations.



kt.customsurfboards

KT Custom Surfboards ^o logo + brand development

Logo design for an independent surfboard manufacturer. The mark has a uniqueness that is not found in the current mainstream industry. However it retains its history and relevance to the trade.

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print



Adobe Systems Inc. ^o foldout technical brochure

Created this foldout brochure highlighting the technical features and specifications of Adobe PostScript 3. Designed to be compact in size, this piece folds up to about the size of a credit card.



Macy's ^o direct mail catalogs + postcards

Lead a national re-branding campaign in the San Diego test market. This was used as the prototype for a brand consolidation of all of the department stores under the FDS name. Developed graphic standards and created layout systems for all direct mail and ROP advertising.

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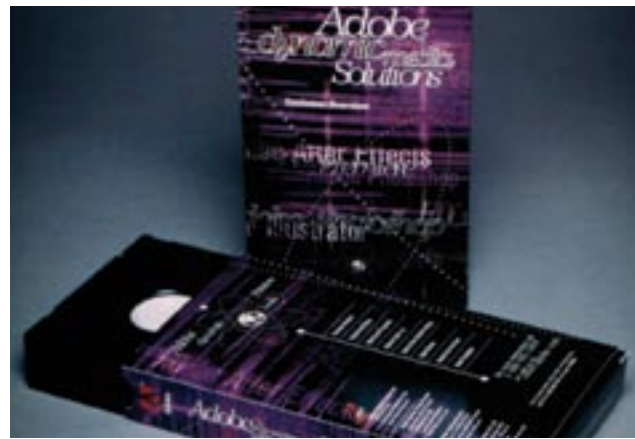
portfolio

design

illustration



packaging



Adobe Systems Inc. ◦ corporate video reel vhs tape

VHS tape cover design for the Adobe Dynamic Media Solutions customer video reel.



Adobe Systems Inc. ◦ product sampler cds

CD sleeves and face art designs for the annual Adobe Product Samplers CDs.

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datasheet

portfolio

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web



BrassRing Inc. corporate enterprise web site

Worked with internal engineering and marketing teams to design prototypes and to develop user interface standards for the redesign of www.brassring.com.



Chelsea-Fischer & Co. retail e-commerce site

Designed the Web site for Chelsea-Fischer. Part of the Adobe – Chelsea-Fischer demo theme.

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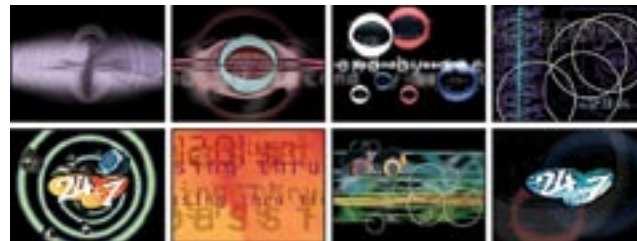
portfolio

design

illustration



motion



Watch Works ^o television commercial (storyboards)

Served as Art Director and Production Designer to create this 30 second TV commercial spot for Watch Works. Watch Works is an up and coming company that offers an exclusive line of fashion watches. Part of the Adobe – Watch Works demo campaign.



Velocity Games ^o flash animation (storyboards)

Served as Art Director to create this intro animation for the Velocity Games Web site. The Velocity Games is an extreme sports event that features the top athletes competing in different disciplines. Part of the Adobe – Velocity Games demo campaign.

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datasheet

portfolio

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interactive



Adobe Systems Inc. ^o consumer freebies cd

Designed the Adobe Action Pack CD user interface and content screens.



Adobe Systems Inc. ^o corporate video reel dvd

Designed the user interface and menus for the series of Adobe Video Library corporate videos DVDs.

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datasheet

portfolio

design

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environmental



Credence Systems Corp. ^o gallery + exhibit

Designed the entire Credence Virtual FA Lab gallery & exhibit. This multi-sensory experience guides the viewer through the methodology of failure analysis. Other assets in this gallery included executive video testimonial, collateral, and motion graphics demos. Winning an award for "best-of-show" at Semicon, it now resides permanently at the Credence Headquarters.



BrassRing Inc. ^o recruitment banners

Designed large format banners that promoted BrassRing solutions and services. These were hung from trusses at conferences and job fairs.

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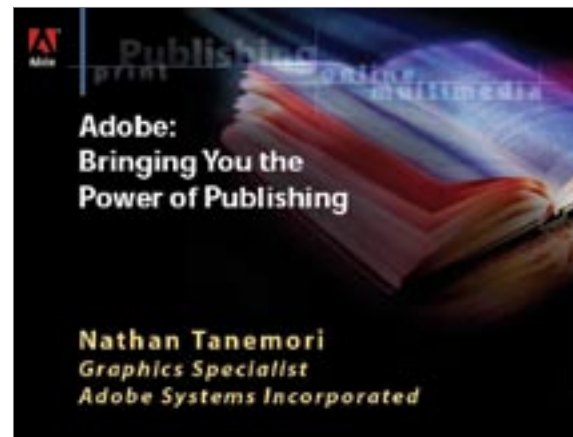
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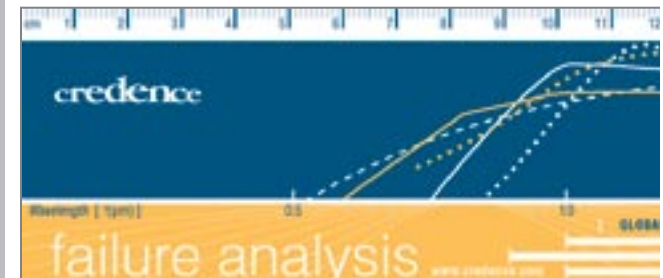
illustration

etc.



Adobe Systems Inc. ^o corporate presentations

Created Adobe presentations and designed the Corporate Presentation Template. This included the supporting font, color, and image standards.



Credence Systems Corp. ^o promotional giveaway

Designed a ruler as a promotional giveaway to FA engineers. The rulers highlight the waveform shapes that Credence test systems capture at certain points of emission. By in large, a very functional item for very practical customers.

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datasheet

portfolio

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traditional



"Venus Meets Pluto" ^o acrylic on board

Illustration for a travel magazine article about the bullfights of Spain.



Storyboard ^o graphite on paper

Key frames from a storyboard for a rice cooker animated. A) Still shot. B) Flying at 90 mph. C) Resting.

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profile

datasheet

portfolio

design

illustration



editorial



“Donut Heaven”^o mixed media on board

An illustration for a donut shop named Donut Heaven.



“Apple Juice”^o digital

What would you get if you were to put the (old) Apple logo into a blender and turn it on puree? Created using 3D modeling software.

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portfolio

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institutional



IBM^o acrylic on board

Series of image/word associations for IBM collateral.

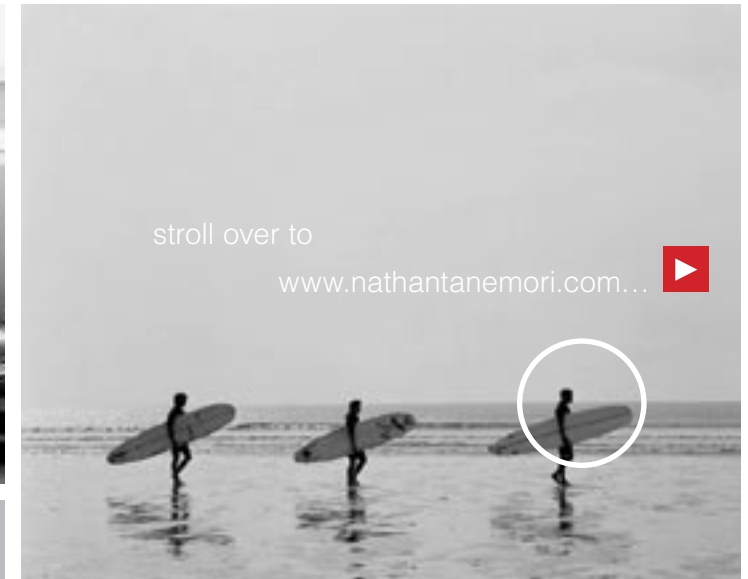


Adobe Systems Inc.^o digital

Photo illustration for Adobe Systems showing the history of publishing.



Portfolio Lite is intended to be a condensed overview of my work and capabilities. For further information about myself or to view a more comprehensive portfolio, please check out my Web site at: www.nathantanemori.com. Thanks a bunch. ° N8



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