

SUMMARY

Over 25 years experience within the creative service, integrated marketing, publishing and feature film industries. Executed a broad spectrum of product development, art direction, brand awareness, visual creation, illustration, concept design, background painting, fine art, brand management and web composition. Hired and lead teams of extraordinary designers fostering a work environment with incentive to achieve higher quality production through collaboration, relationship building and performance management.

Realized the Art Director position for 20th Century Fox, Hallmark Cards, Inc and AmazingMail, Inc. Managed large teams specializing in social expression while displaying an aptitude for consumer awareness.

Played key role on award winning and critically acclaimed feature film productions. Directed and produced commercials, corporate identities, feature films and creative strategies for multinational corporations. Developed skills resulting from direct interaction of diverse social and cultural strata, both locally and abroad. Served as an advisor to the Arizona Film Board, Arizona Department of Commerce.

SOFTWARE - Adobe CC - Photoshop, Illustrator, InDesign, Microsoft Office 365, and Various Video Editing Software. Working Knowledge of: HTML, SEO, UI and UX

OVERVIEW

Lake Region Productions

Director 2007 - Present

Silvara Vineyards

Lake Region Productions
Creative Director/Brand Manager
2009 – Present

When the World gets in the Way

Lake Region Productions
Author/Illustrator
Raised over \$60K for production
Request your copy today!
robnason.com

EA SPORTS – Los Angeles

Art Director
Minions, The Secret Life of Pets
2014 – 2015

Some Kind Of Garden Media Jim Carrey - How Roland Rolls

Lake Region Productions
Children's Book Illustrator 2013
Order a copy Today!
howrolandrolls.com

SEVEN – SALTWATER TAFFY

Lake Region Productions
Children's Book Illustrator 2011

White Stone Media

Art Director – THEO 2010 - 2012

Warner Bros.

Art Director-Tapers World Tour 2010 Gaming

AMAZINGMAIL, Inc.

Marketing Creative Director
2003 - 2007
Consulting Marketing Creative Director
2007-2010

HALLMARK CARDS Inc.

Art Director/Licensing Studio Manager
2001-2003

20TH CENTURY FOX

Art Director, Feature Film 1994-2000

NELVANA - Toronto, Canada

Art Director/Production Designer
December 1993 - 1994

EDUCATION

George Brown – 1987 Toronto

BFA - Illustration, Advertising Design, Marketing, Dean's Honors List of Academic Achievement

FEATURE FILM CREDITS

Titan A.E., Anastasia (Annie Award nominee), Bartok the Magnificent (two Golden Reel Awards), Dracula, Pebble and the Penguin, Thumbelina (Hans Christian Anderson Award), A Troll in Central Park, Rock-A-Doodle, The Sign of the Seahorse and The Trumpeter of the Swan.

CLIENTS

Jim Carrey - Some Kind of Garden, EA Sports, MERCK, Secure & Fit, Primus (Novacort, Fosteuim, Limbrel, Alcotin A), Self Help Works OnFile, Glaxo Smith Kline, WellQuest, Hallmark Cards, Harper Collins Publishers, McDonald's, Coca-Cola, Sony, Crayola, MLB "Baxter" Arizona DiamondBacks. Rayonier, Betta Place Inc., FATCAT Animation, Silvara Vinyards, Royal Penguin, BEAR SPOTS, F.A.O. Schwarz, MAXX Sports, Uni-Flu, SquareOne Studios, Sprint, Saxon Motor Cycles, Bobby Rahall Motor Sports, Spaznicks, SEVEN Publishing, Adirondacks of New Hampshire, Arizona Department of Commerce.

**AWARDS / EXTRA CURRICULAR ACTIVITIES**

- 2017 BEST SELLER! Scholastic, Barnes & Noble and amazon. (SALTWATER TAFFEY}
- 2014 Benjamin Franklin Award (How Roland Rolls) By Jim Carrey & Rob Nason
- 2014 Gelett Burges Award (How Roland Rolls)
- 2012 Gelett Burges Award (SWT)
- 2012 Nautilus Award (SWT)
- 2012 Benjamin Franklin Award (Illustrated cover of the year- "Saltwater Taffy" (Accelerated Reader title for school libraries.)
- Hans Christian Anderson Award
- Golden Reel Award (two)
- 2007 Annie Award nominee - Art Direction for animated film
- Canadian Pharmaceutical Regulatory Affairs Award
- Nominated member of the Academy of Motion Pictures and Sciences
- Member of the American Film Institute
- Society of Children's Book Writers and Illustrators

TESTIMONIALS

“You’ll never be able to see the eclipse of the moon the same way after you read Rob’s children’s story *When the World gets In the Way*. Rob’s story tells how our human experience gets in the way of the sunlight of the spirit. It is as it is; it is temporary. It’ll pass.”

- **Michael Douglas**

“Whose vibrant and electric images brought the characters to life... completely surpassed expectation.”

- **Jim Carrey**
Actor/Comedian

“Created a charming, fun to read, beautifully illustrated book with Roland the wave as a metaphor for the interrelatedness of everything in the world.”

- **Jane Fonda**
Actress

“The variety of visual perspectives are something I have never witnessed in a picture book before and the colors are realistic and dramatic, all at the same time. The pictures seem to flex and stretch across the page. They remind adult readers of Carrey’s true physical talents and children will pause and gasp as they attempt to discover everything that is happening on each page.”

- **genxcritiquegeek**

“His record proves top performance as an individual, artist and administrator of creative staff, and should be viewed with awe for his accomplishments witnessed on film and preserved by history for future generations... It is because of his highly trained eye and his unique command in translating story line into exciting artistic visuals for the family film genre in animation that his talent is described as ‘genius’. I have personally witnessed his superb work from the earliest days of his tenure at FOX and collaborated with him in creating an animation curriculum for Arizona education institutions as a public service to support talented students.”

- **Linda Peterson Warren**
Director of Arizona Film Commission Arizona Department of Commerce

“Twentieth Century FOX was most fortunate in securing the artistic services of Rob Nason to supervise our Background department and to further emphasize his strengths as Art Director. Mr. Nason is unquestionably an artist of extraordinary ability. Both Gary Goldman and I, worked with Rob in the past, at Sullivan Bluth Studios in Dublin, Ireland, and know him to be an artist who gets closely involved with the project he is working on, contributing his genius to better the entire production. His dedication is surpassed and he portrays an individual perspective readily recognized by his peers. Possessed of a unique creative sensibility, solid technical knowledge, an exceptional painting Phenomena, his skill sets are delivered with an invaluable range of experience. Mr. Nason has risen to the very top of his field.”

- **Don Bluth**
Producer/Director

“To survive in this industry it takes a lot of hard work and talent. To do exceptionally well takes an outstanding amount of hard work and talent. Rob’s work has gained him an international reputation as one of the best Art Directors in his field. His professional association with Don Bluth and his position as Head of Background and Art Director at Twentieth Century FOX is testimonial to his stature in the industry. For only the best will find themselves in key positions in the world’s top ranking studios. It is always a privilege to have Rob visit our school to talk and give advice to our new graduates. They’re always impressed with Mr. Nason’s criticisms and insights. They’re all equally familiar with his position in the industry and the quality of his work... Taking what he has to say to heart.”

- **Mark D. Simon**
Director of Animation, Sheridan College

PROFESSIONAL DETAILS

HALLMARK CARDS, Inc. - Kansas City, Missouri Art Director/ Studio Manager-Licensing

- Procured Multi Million Dollar Licensing Agreements With Major Studios
- Presented Creative And Marketing Strategies With Results Oriented
- Earned Respect Within Design Community And Developed Alliances
- Executed Mentor Program
- Adopted, Challenged and Otherwise Tired Employees
- Re-engineered Employees As Company Assets
- Lead “Season” Product Lines, Spearheading Editorial Kick-Offs Through Completion
- Researched Relevant Trends And Retooled Appropriate Talent To Track

Results: Revitalized current employees (revenue generating company assets), re engaging and inspiring them with their careers. 75% of previously challenged employees have now advanced to Art Director roles with personal product lines sustaining million dollar POP's, and in some cases; gone to win prestigious awards.

20TH CENTURY FOX - Phoenix, Arizona Art Director

- Art Directed Family Films With Multi Million Dollar Budgets
- Translated Story Lines Into Exciting Artistic Visuals
- Persuaded Executive Management, Directors And Producers On Style Of Films
- Executed Mentor Program
- Presented Creative Trends With Valuable Developmental Research
- Conducted Relevant Story Meetings From Pre Production Through Post
- Researched And Delivered Workshops Relevant To Success
- Lead Large Artistic Teams With Hybrid Administrative Role
- Re Engineered Look/Feel Of 2D Animation With 3D As One Hand One Voice
- Established Look And Feel Rivaling Industry Standards.
- Performed Multiple Press Junkets Worldwide
- Ownership Of Numerous Films From Major Studios

Results: Anastasia, in excess of \$75 MM at BOX Office and over 10 MM units sold!

Bartok the Magnificent, a 70 minute full length feature film, straight to DVD; completed \$600,000 below budget.

AmazingMail, Inc. - Phoenix, Arizona Creative Marketing Director

- Implemented Mar-Com Mailings: Strategy, Content & Design
- Developed All Print Advertisement
- Executed Vertical Market Campaigns For 23 Account Executives
- Produced 5 Tier Trade Show Comprehensive Marketing Campaigns
- Provided Promotional Ideas & Track Response Rate And Roi
- Spearheaded Image Provider & Vendor Licensing Agreements
- Initialized Press Collaboration To Reduce Waste And Maximize Profitability
- Formulated Corporate On-Line Image Gallery Content And Maintenance
- Researched Relevant Prospects For Campaigns
- Supplied Web Content And Launch E-Blast Campaigns
- Procured Template Creation And Fulfilled New Product Development
- Re Engineered Web Content With It On Functionality
- Incorporated Personalized Variable Data & Purl's
- Introduced Social Networking Platforms & Viral Marketing Concepts
- Instituted Brand Management For Success
- New Business Development

Results: Increased consumer awareness capturing significant markets, increased profitability and customer retention; exceeded revenue projections; Realized ownership in financial turn around of this struggling and barely surviving “dot com”. To date, Company net worth in excess of 13 million without debt; nominated as one of the top 50 companies to watch.