

Nate Sullivan

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SUMMARY

Art Director and Digital Producer leading brand, video, and web production for tech and B2B marketing teams. Known for stepping into complex, deadline-fixed projects—trade shows, keynotes, enterprise websites, sales pitches—and delivering senior-level execution end to end, from concept through technical rollout.

CORE SKILLS

- **Web & Technical Direction** — WordPress, custom CSS/HTML, Netlify deployment, enterprise load-testing, and AI-directed backend/platform integration (Supabase, Stripe)—pairing platform judgment with AI tools to execute technical builds without a dedicated engineering team.
- **Brand & Creative Direction** — Identity systems, campaign concepting, messaging strategy.
- **Motion Graphics & Video Production** — After Effects, Premiere, Blender, multi-language localization.
- **High-Stakes Production Management** — Multi-format delivery on fixed deadlines; assembling and directing freelance teams; absorbing gaps mid-project when required.
- **Agency & White-Label** — Embedded, senior level delivery for agency partners without direct client-facing credit.

PROFESSIONAL EXPERIENCE

Principal Creative Lead — Mountain Hut Media

2014–Present

Pendleton, Oregon (Remote)

Independent creative studio serving tech and B2B clients directly and through agency white-label partnerships. Run the full service range—brand identity, campaign development, video/motion production, corporate websites, presentation design, and trade show environments—deliberately keeping the studio a one-person operation with strategic partners rather than scaling headcount.

- Led creative/art direction for Radisys' annual Mobile World Congress booth (2016–present)—a two-story, 40×20 ft environment produced on a fixed six-week timeline, helping a mid-size company compete visually against far larger telecom presence. Delivery of 10+ demo videos. Environment motion graphics.
- Directed a 16-video rich media campaign for ON Semi—four fully-3D concepts localized across English, German, Japanese, and Chinese for a global engineering audience.
- Built and load-tested a 30-vendor virtual expo site for a state agency's statewide insurance benefits rollout to educators, engineered to handle 150,000 concurrent visitors.
- Supported Astera Labs pre- and post-IPO—developing complex technical diagrams, web animations, and their NASDAQ Times Square billboard animation.
- Collaborated alongside creative directors at DownStream, a Portland immersive/interactive agency, building environmental technology experiences for clients including VMware, Telstra, and Cisco.
- Served as motion and presentation designer for three 30-minute, 4K-stage keynotes at a major energy company's retail franchise conference (April–May 2026), blending video and animated slides—most recent large-scale production, delivered under a six-week timeline.

Senior Designer & Art Director / Interactive Developer — R2C Group (now RAIN Agency)

2008–2014

Portland, Oregon

Art Director, TV Commercials (2012–2014)

Served as art director/senior designer on major national television commercial campaigns, including lead art direction on Humana's annual Medicare enrollment rollout (long- and short-form TV) and recurring work on TaxAct's annual campaign, including YouTube rich media. Other brands: KitchenAid, Kimberly-Clark (Truist), EuroPro (Shark, Ninja), Philips.

Senior UI Designer, Interactive Department (2008–2012)

Built interactive websites and e-commerce experiences for major brands, extending clients' TV commercial campaigns online.

R2C Interactive Media Player (parallel R&D project, ~2 years)

Co-developed an interactive video product using Adobe's Open Media Framework that branched long-form TV commercials into 5–6 minute personalized experiences based on user clicks and analytics—ahead of HTML5 adaptive video streaming. Beta shipped for Smile Central, mixing user-navigated choices with custom-edited video and testimonials.

Adjunct Faculty, Web Animation & Web — Art Institute of Portland

2013–2017

Portland, Oregon

Taught motion graphics, animation, web video, UI/UX design, and content management systems (WordPress) to students in 4-year creative degree programs. Ran a project- and critique-based format, with a focus on teaching students how to learn rather than fixed technique.

FEATURED PROJECT

Celerly — Founder, Creative & Product Lead —

June 2026–Present

An AI-assisted, photo-driven mobile inventory platform for resellers, built to close the gap between finding valuable inventory in the field, and getting it listed for sale.

- Concepted, named, and filed a U.S. trademark application for Celerly; directed the app's architecture, feature logic, and debugging. Implemented concepts of micro-user journeys, integrated gamification, and focus on task speed.
- Directed the platform build end to end—using Claude and other AI tools to implement the codebase, backend integration (Supabase), and payment processing (Stripe), and Vonyage AI (embedding)—while owning every design and product decision, including AI-generated listing support via Claude Vision, Google Lens, and eBay sold-comp lookups, with full functionality retained without AI.
- Shipped a self-funded solo build from concept to public beta in six weeks; currently in active field testing ahead of a formal marketing push in Q4 2026.

EDUCATION

B.S., Graphic Design—Portland State University

TOOLS & TECHNOLOGIES

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere, After Effects, Audition, Lightroom) · Maxon One Suite / Cinema 4D (product rendering, environmental design) · Blender 3D · Microsoft Office (PowerPoint, Word) · Canva · WordPress (Blocks, Divi 5/4) · HTML, CSS · Claude AI, Midjourney, Weavy, Runway