



# NATE K.

AN AWARD-WINNING CREATIVE EXECUTIVE WITH GUMPTION TOWARD CX, PX, AND UX  
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## CURRENTLY

### Chief Creative 2024 - Present

i3, INC.  
HUNTSVILLE, AL

HOWDY. HERE'S A RESUME.  
INTEGRATION INNOVATION, INC.,  
IS A LOT THE LETTETR 'I'

As Chief Creative, I support the CX (Customer Experience) and PX (Product Experience) of our products, product-enabled services, and overall technical offerings across the company — supporting contracts awards, at the intersections of creative direction and capability, in the single, double-, and triple-digit millions of dollars. A member of i3's TIC, or Technical Innovation Council, I blend together my exploration in, and discovery of, emerging technology from around the country; my outcome-focused bend toward creative direction, copywriting, and design, especially as they relate to CX/PX; and the ways our Senior Technical Leadership can best support company growth as it relates to the other two. Sometimes, this stuff helps to alter the trajectory of our competencies across business units and portfolios. Sometimes, this stuff makes its way into our cross-channel media strategies and marketing, which I guide and oversee. Sometimes, I'm hands-on supporting proposals to boost PWIN because it makes better sense for me to connect the dots, messaging wise, than just collect them. All this then becomes, in so many words, an expression our brand — of which I am attentive, constantly strengthening, and outcomes-focused at my core.

The aim of this role is weird, wide: I am moving i3 toward a more authentic thought leadership around our capabilities, a healthier and genuine messaging that connects customers with those competencies, and the kind of technical solutions that have meaning, impact, and staying power.

From AI to XR, digital engineering to software development, advanced manufacturing to electronic warfare, I exist in the red-hot locus of how we can make it make sense, talk about it best, and ensure it doesn't suck to use.

### Senior Creative Director

2022 - 2024

As Senior Creative Director, I help guide multiple Heads of Creative Operations + their teams from a variety of angles, connect with Senior Technologists and subject-matter experts on solutions for tough problems, support business development / proposals / whitepapers, engage and drive our involvement in emerging technologies, and operate at the forefront of i3's brand, services, products, and platforms.

### Creative Director

2019 - 2022

As Creative Director over the VTSG (Virtual Training, Simulation & Gaming) business of i3, I oversee and design user-centric User Experiences (UX), as well as support in the design of User Interfaces (UI), for screenspace and VR/AR. I also oversee and design BD-focused marketing, software brands and visual identity systems, promotional videos and OV1s — all for a variety of

software projects and customer needs. We specialize in training and serious games, gov't-owned distribution platforms, configuration management software, and more.

i3 makes award-winning IMI. And we have a damn blast doing it.

## RECENTLY

### Chief Marketing Officer

July 2019 - August 2019

MORPH  
HUNTSVILLE, AL

NOT RELATED TO  
THE '90S ANIMORPHS  
MEDIA PROPERTY

Morph helps its clients' new employees get acclimated to their city, their community — it's acclimation services that make the latest members of any team feel quickly at home, and quickly a part of something bigger than themselves. Briefly as part-owner CMO, I supported Morph's existing contracts by honing their Customer Experience (CX) and Product Experience (PX) to gain 3 new consistent customers, as well as addressed their multi-channel marketing to future-proof it based on the effectiveness of those previous efforts.

### Director of Public Facing Affairs & Co-Founder

July 2018 - July 2019

THE INSTITUTE, PBC  
HUNTSVILLE, AL

LAB  
COATS,  
YO

The Institute is a research organization and Public Benefit Corporation focused on state-of-the-art science and technology via its extensive base of scientists, innovators, administrators, and collaborators. Research topics include the broad categories of energy, advanced propulsion, materials science, and communications — with specific research interests in efficient energy, metamaterials, electroceramics, quantum gravity, exotic matter, and various other interdisciplinary topics.

### Principal & Owner

February 2015 - July 2018

LETSMAKESTUFFTOGETHER.COM  
CLIENTS ACROSS THE U.S. + ABROAD

As a multiple American Advertising Foundation award-winner — as well as multiple TEDx presenter on the nature of creativity — my ~20 years' worth of efforts in creative direction, business strategy, brand consulting, and messaging have helped companies generate millions of dollars in growth and revenue. My work has touched NASA, Mercedes-Benz, ESPN, Oni Press, Marvel, Star Wars, Adult Swim, Disney, and more. Visit [letsmakestufftogether.com](http://letsmakestufftogether.com) for no good reason.

## Also worked in a few of start-ups with succesful exits:

### Director, Co-Founder

UNISPARC  
HUNTSVILLE, AL

UNISPARC is an emerging growth company aimed at developing and delivering innovative applications for smart utilities to help cities care for their citizens, and themselves, in a more connected world.

### Fractional CMO

HOLOCHRON, LLC  
HUNTSVILLE, AL

HoloChron LLC is developing novel technologies leveraging quantum phenomenon. As Chief Marketing Officer, I help shape the external messaging around public relations, joint ventures, technology transfers, and more.

## A LITTLE LESS RECENTLY

### Creative Director

March 2014 - February 2015

BOOKS-A-MILLION CORPORATE HQ,  
2ND & CHARLES CORPORATE HQ  
BIRMINGHAM, AL

I am a koo-koo mad scientist, hired to Frankenstein together a start-up culture and fresh visual, social, and marketing identity for all major businesses within the corporation. To accomplish this: I function as primary creative liaison between our vendors, firms, and agencies, and the goals and projects toward which

they're all working. There's a sizable outfit of internal marketing magicians I'm managing, too — and encouraging to shake up their thinking. I am orbited by fantastic teams. So it makes sense to take risks.

During my time here, I strive to weave more humanity into corporate expression. I flip the right switches, turn the right dials. The results are enchanting, financially documented, and quick. Projects under my creative direction, in a short span, lead the company to see:

- **120% increase** (vs. LY) in sales on a newly redesigned, re-envisioned holiday gift guide mailing piece for 2014 by:
  - Strategically moving money out of more traditional advertising to increase its distribution, saving the company hundreds of thousands of dollars in substrates and materials, and designing the front cover personally to prioritize company brand
- Exponential **quarterly average growth of 15%** in sales in all Books-A-Million Joe Muggs cafes under my creative direction from a new aesthetic, all alongside:
  - Months of directing an agency to establish an upcoming 2015 brand identity, now in use, and through which not only long standing Joe Muggs brand identity is retained but also longevity of a more contemporary visual, social, and marketing appeal
  - Highly successful launch of curated product program that centralizes the shopping experience

Additionally, I beef up the marketing team and begin cutting the internal/external costs generally associated with client/agency relationships:

- Create positions for social media manager, art director, and PR manager
- Establish new web presence for 2nd & Charles brand; create employee-driven street teams for 2nd & Charles store openings in new markets
- Design successful in-store fixture to sell trending news and pop culture products
- Save thousands of dollars by removing high revision counts historically put into contracts by agencies/vendors

*Sappy* ↪ And my time is well spent.

## BEFORE ALL THAT

Designer, Copy Writer, Programmer

May 2011 - January 2014

KRUHU  
AUGUSTA, GA

← KRU-WHAT?

I have chainsawed styrofoam. I have constructed a two-story newspaper stand in 72-hours, welded quarter-inch steel signage together, met and signed clients, trained them, visited their childrens' birthday parties. I have designed logos, designed brochures, designed newsprint covers, designed full websites and programmed them well into the long party-hours of the evening. I have programmed a website all about technology innovation. I have programmed a website all about swamps. I have programmed a website all about beer. I have written copy for banks and boats and politicians and billboards, words flung as far and near as necessary. Essentially: I have been a deliverer of ideas.

My work at Kruhu envisions client appetite and helps to feed it. That's the beef. If a small business wants to sell Llama-Flavored Dog Food, I can do that. The hard office skills to do that are: copy writing, programming, and graphic design. So Llama Chow can get branded, designed for, made web-ready, their plans materialized into honed verbiage, etc. And selling Llama Flavored Dog Food can be realized in full. Have fun, Llama Chow. Your idea has been delivered.

These hard office skills have coated not only small businesses, but also corporate entities, government agencies, media conferences, arts and music festivals, restaurants, radio, television, magazines, billboards, cruises — they have aided a multitude.

This is the nature of creative work at Kruhu: it is a humility, and tantamount energy, to produce substantial stuff for people's multitudes. And, sometimes, that involves using a chainsaw.

FORREST  
GUMP

# Designer, Staff Writer, Marketing Specialist

November 2008 - May 2011

MORRIS COMMUNICATIONS  
AUGUSTA, GA



I have ping-ponged around this newspaper publisher like an excited atom. As a graphic designer, I design print and web advertisements, marketing materials, and lay out marketing collateral not only for The Augusta Chronicle — the local paper — but also for *every other newspaper in the Morris Communications family of publications*. The workload is consistent, brim; it requests my focus and ability to withstand deadline pressure. That is a constitution vital for working in the news sector, and something I thrust myself into with aim.

As a writer, I write a regular column about my neighborhood. The column tells stories otherwise hidden to the rest of Augusta — a journaling of my close-knit downtown community, on display to revise, and so reclaim, the perception of the forgotten downtown neighborhood I live in.

Finally, as a marketing specialist, I leverage both my artistic skillset and my elbow-rubbing skillset: I put together promotional campaigns for internal and external use, work up in-house collateral, engineer banquets and galas and other such events, and stay in consistent communication as sole marketing specialist over *The McDuffie Mirror*, *Jasper County Sun*, *Jefferson News Farmer*, *Augusta Magazine*, *The Augusta Chronicle's* newsroom, and Morris Communications HR.

- Handling with efficiency and excellence design tasks from numerous internal departments, publications
- Large-scale event planning
- Column writing
- High-volume output of deadline-driven projects
- I often brew the coffee, and do a great job (if I do say so) ↩

SKILL STILL  
APPLICABLE

JACK OF, YOU KNOW,  
WHATEVER TRADES

## ADDITIONAL STUFF I'VE DONE ↩

- Sheppard Community Blood Center | 2008 | *Collateral Coordinator, Web + Graphic Designer*
- Board of Elections | 2008 | *Elections Official*
- Outstanding First-Year Writing | 2006 - 2008 | *Editor, Publisher*
- Woodland Christian Camp | 2006 | *Maintenance Guy*
- AOSystems | 2005 | *Web Designer, Technical Writer/Editor, IT Specialist*
- The Bee's Knees Tapas Restaurant and Lounge | 2004 | *Server/Bartender* ↩

I HAVE LEARNED TO MAKE  
THE PERFECT MOJITO

## WENT TO SCHOOL TO SING OPERA, LEFT WITH DEGREES IN WORDS/LANGUAGE

Bachelors in Creative Writing/Linguistics; minor in Vocal Music  
*Georgia Southern University* (Statesboro, GA)

- 9 hrs. Graduate-level writing workshops in addition to major
- 5 hrs. Graduate-level independent writing studies additional to major
- Questionable hrs. Furiously Organizing All My Canned Goods at 3am when writer-blocked