

Nathan Corbin

Art Director • Associate Creative Director • Creative Manager

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Hello... I'm Nathan Corbin, a design-obsessed Art Director in San Francisco, CA.

At Apple, I directed the **global style guide** (pw: apple123) and site design for Apple Music, Apple Books, Apple TV, and Apple Podcasts editorial experiences. // As a Senior Art Director for Dockers, I conceptualized, shot, and designed global marketing campaigns for **Pride**, **product releases**, and **seasonal campaigns**. // At Levi's, I managed e-commerce copy and design teams while shooting and designing **innovative creative**.

SEPHORA / Art Director Nov 2024 – May 2026

At Sephora, I led campaign creation for the Brand Studio team, crafting elevated creative that brought the retailer's iconic brand experience to life across channels. Partnering closely with design, copy, and photography teams, I delivered cohesive, high-impact storytelling across digital, retail, and experiential touchpoints.

- Art direction for the Sephora Global Evergreen Retail brand toolkit that brought authentic, “flaws and all” beauty storytelling to more than 3,000 global retail locations.
- Directed holiday creative campaigns spanning in-store signage and fully integrated 360° digital experiences.
- Spearheaded the creative relaunch of Sephora's in-house Beauty Services program, including fixture design, retail signage systems, and supporting digital campaigns.
- Mentored and guided designers to ensure strong brand consistency across web, email, social, and retail environments.

APPLE / Art Director May 2022 – Jan 2024

Led agency partners and internal teams as Art Director across Apple Podcasts, Apple Music, Apple Books, and Apple TV, overseeing the development of editorial site creative. Partnered with marketing teams to craft visually rich articles and digital experiences that reinforced Apple's identity as a leader in design.

- Art Directed digital experiences across site, email, and external advertising for Apple Podcasts for Creators and Apple Music for Artists
- Developed a global Apple style guide to unify and elevate site experiences
- Led art direction for new digital experiences across Apple Books and Apple TV

LEVI STRAUSS & CO. / Sr. Art Director Global Dockers, LS&Co. • May 2020 – May 2022

Collaborated with design, UX, and copy teams to maintain brand identity across digital platforms. Guided both in-house and global teams through the project lifecycle, providing training and support. Created concepts, style guides, and user experiences based on consumer insights.

- Concepted, art directed, and designed global brand style guides for campaigns
- Developed style guides to define global design expression
- Led design team to ensure brand consistency across web, email, and social
- Developed site experience and UX style guides

LEVI STRAUSS & CO. / Art Director Levi's & Dockers • June 2015 – May 2020

Developed global team models for copy and design, aligning goal development across eCommerce creative teams. Used data and consumer insights to concept and pitch innovative solutions for rapidly evolving channels.

- Concepted, Art Directed, and Designed style guides for seasonal brand expressions
- Onset Art Direction of video, digital photo, and film
- Manage copy and design teams for site experiences
- Collaborated with UX team and external agencies to build future digital experiences
- Recipient of 2017 LS&Co. Excellence Award for Creative Lead on bringing personalization to Levi.com

WALMART.COM / Senior Designer Jan 2013 – May 2015

Led a design team in delivering conversion-driven online content, aligning UX/UI strategy to optimize the customer journey. Spearheaded mobile-first landing page graphics for high-visibility Apple and Disney partnerships.

- Lead designer on a team with 4 designers focused on editorial content and conversion-focused content
- Designed mobile-first landing page collaborations with Disney and Apple
- UX/UI Designer for editorial content experiences
- Coordinated design team on global creative for Cyber Monday, helping deliver a record day of \$164M
- Founder of the creative team social club and the design team's art gallery

PALO ALTO MEDICAL CENTER / UX/UI Designer Sep 2012 – Jan 2013

Evaluated patient and staff insights to identify communication gaps in waiting room environments and develop a targeted solution. Led the team through strategy, planning, and design, producing storyboards, concepts, layouts, imagery, and user journey maps aligned with ADA and PAMC standards.

- Analyzed medical and patient insights to identify communication gaps in the waiting room and designed a solution
- Managed timelines and set executive expectations for insight gathering, storyboarding, and design delivery
- Designed layouts, copy, and imagery that met ADA requirements and aligned with PAMC style standards
- Created UX storyboards and maps for both patient and staff experiences
- Interaction design and icon design

EDUCATION

University of South Carolina, SVAD
BFA in Graphic Design

PROFESSIONAL SKILLS & TECHNICAL ABILITIES

Art Direction, Brand Design, Style Guides, Content Design, Photoshoots, Fashion Shoots, Graphic Design, Interaction Design, Print Design, Visual Design, Web Design, User Experience Design, UX Design, Art & Design Concepts, Team Leadership & Guidance, User Interface Design, Strategic Planning & Analysis, Requirements Gathering, Storyboarding & User Mapping, Global Toolkit, Digital Content & Conversions, Zeplin, User Experience Design, Typography, Interactive Design, Web Design, Mobile Design, Photo Editing, Icons, Storyboarding, User Mapping, Logos, Adobe Creative Suite (Photoshop, After Effects, Illustrator, InDesign, Lightroom, Premier Pro), Figma, Sketch, Keynote