

IraLee Nesbitt

Creative Director

instreetlights.com



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EXPERIENCE

Jun 2015 - Present

PowerPost™ (previously 10X Studios) | Creative Director

- Regulated client brand guidelines among designers for all outgoing deliverables.
- Produced and edited video & motion graphics content for both PowerPost and clients.
- Managed a team of 4 graphic designers, including workflow, annual compensation review, and skill review/development.
- Developed processes for designing deliverables according to company & client workflow, including programmatic coded database for tracking hours.
- Maintained and implemented new PowerPost brand standards for all print & digital deliverables.

Oct 2013 - Jun 2015

Jameson Sotheby's International Realty | Graphic Designer

- Applied SIR brand standards through conceptualization, design, and delivery of all collateral.
- Redirected visual campaigns toward high-end luxury styling including typography, photography, printed books, digital videos, and both print & digital advertisements.
- Directed and captured portrait requests with professional lighting, set dressing, and posing.

Sep 2003 - Nov 2009

United States Air Force - OEF & OIF | (E-5) Security Forces NCO

EDUCATION

Nov 2013

Master of Management in Design & Media | Morris Graduate School | Chicago, IL

- Emphasis in digital design theory, user experience, team management, leadership, group dynamics, and project management.

Aug 2012

Bachelor of Applied Science in Graphic Design | Robert Morris University | Chicago, IL

- Focus in interactive graphic design, digital video production, photography, typography, color theory, branding, and motion graphics.

Aug 2008

Airman Leadership School | U.S. Air Force | Vandenberg AFB, CA

- Professional military education for leadership in large group dynamics, culminating in a promotion ceremony to Non-Commissioned Officer (E-5) rank.

AWARDS

2012

Proclamation Award - State Street Gallery | RMU Board of Trustees

- Recognition for submissions in art & design

2010 - 2012

Dean's List - All Quarters | Robert Morris University

2009

Pittsenbarger Leadership Award | U.S. Air Force | Vandenberg AFB, CA

2009

Air Force Achievement Medal - Forward Deployment to Afghanistan | U.S. Air Force

PROFESSIONAL SUMMARY

U.S. Air Force veteran with a Master of Management in Design & Media.

Strong photo manipulation, illustration, typography, motion graphics, and photography capabilities. Results driven and quality focused work ethic, with emphasis on mentoring team members to strengthen overall skillset development.

SKILLS

Photography



Videography (DSLR)



Motion Graphics (After Effects)



Photoshop



Illustrator



InDesign



MS Office & G Suite (Google apps)

