

NICHOLAS HANS PASCETTA

Objective: To obtain a demanding Art Direction position that provides an opportunity to create unique products, mentor and train junior designers, demonstrate leadership, design proficiency, and an eclectic skill set and adaptability of style.

NICHOLAS HANS PASCETTA

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Experience

2014- 2016

Nike, Inc. Beaverton, OR

Graphic / Print Lead Print + Pattern Apparel and Footwear

- Piloted the first footwear print team for Nike CODE (Center of Design Excellence). Created the process to find solutions, techniques and a brief system that would work for multiple categories.
- Designed and directed junior print designers to develop high level prints for the following categories. NSW Mens and Womens, NSWCore, Elements, Performance Running, Young Athletes, Nike ID, special projects and more.
- Worked directly with Design Directors, material and color designers to ensure the best possible developments and processes to create new and fresh prints.
- Simultaneously designed many apparel prints for all categories, working closely with AD's & DD's.
- Designed concepts for CSL/CL in print, pattern, materials and footwear design,
- Designed print and pattern for Serena William's US Open Shoes, LeBron XIII, Tinker AirMax.

2012- 2014

Made on the Moon Portland, OR

Co-owner, Designer, Art Director

- Founded the brand to create something impossible to do in my corporate design roles; start a print and graphic based apparel and accessories brand that does not answer to corporate interests, is not trend or marketing driven but by mindful design.
- Design and developed textile print patterns for wood block printing and graphics for screen printing.
- Design of all logos and brand graphics and materials. Look books, one sheets, packaging, social media etc.
- Managed the development process from beginning to end; working with printers and vendors to obtain materials, quality control, apparel and accessories design and development etc.
- Art Direction of photo shoots and materials for publicity, seasonal campaigns, look books, industry showcases.
- Management of general business, costs, invoicing, developing a system for inventory tracking, working with stockists brands and collaborators.
- Stockists and collaborators include: Hickoree's NYC, Journal Standard (Japan), The Hundreds, Yo! Vintage, Ace Hotel, Kapok (Hong Kong) and more.

2010- 2012

Nike, Inc. Beaverton, OR

Senior Graphic Designer Global Women's Training Apparel

- Being the sole graphic designer for the category I was involved in every single step of performance apparel graphic design for womens training.
- Lead role in creating graphic art direction for the season to be translated into graphics for the category, either in performance apparel or to other designers working on prints and t-shirts, etc.
- Creating a seasonal asset library and visual language to support seasonal stories, creative direction, trend and energy.
- Creating graphics for apparel and footwear performance innovation.
- Responsible for being the liaison between many aspects of the business between design, merchandising, PLMs, develop cross categories, outside vendors/ designers etc.
- Creating energetic graphics and new innovations in footwear through graphics to meet specific technical and performance needs.
- Designing, creating and building experience spaces to show seasonal concepts to inspire designers and inform leadership of creative direction.
- Developing best in class solutions to bring concept for experience spaces and relevant media to life through managing/directing internal and external designers, third party contractors, photographers etc, on time and cost effective.
- Designing environments and spaces for presentations to senior leadership and business partners to show seasonal stories, protos, samples, innovation etc.
- Art direction of photo and video shoots, look books for seasonal stories.
- Extensive travel to research trends, innovation and to inspire new seasonal stories.

2001- 2010	Urban Outfitters Inc. Philadelphia, PA Senior Graphic Designer <ul style="list-style-type: none"> • Art Direction, concept creation and design for a diverse group of projects including: Seasonal campaigns, look books, trend books, men's / women's apparel graphics branding and packaging. Housewares packaging, advertising, apparel label design, CD design and signage. Branding for major in-store events such as SXSW and Free Yr Radio. Charity CD and event programs such as "GIVE LISTEN HELP" and CDs for sale. • Communication with internal and external depts, printers, vendors etc. • Designed top 5 apparel items multiple times with individual item sales of over 30k units equaling over \$1 Million in profit. • Apparel, print and CD designs have appeared in various print, television and media.
1999 - 2001	Anthropologie. Philadelphia, PA Display Coordinator <ul style="list-style-type: none"> • Design and creation of all store window setups, displays and signage. • Utilization of multiple skill sets, techniques and media including: hand sewing, painting, printmaking and construction. • Communication with Merchandiser and Home Office to ensure alignment across brand and deadlines are met.
Freelance 2008 - 2010	Five Below. Philadelphia, PA <ul style="list-style-type: none"> • Art Direction, design and photography for seasonal look books to be sent to press and media. • Art Direction and consultation for branding, design and advertising.
2001 - 2002	Deathwish Inc. Records. Boston, MA Chunksaah Records. New Brunswick, NJ <ul style="list-style-type: none"> • Design of CDs, records, apparel and merchandise for multiple bands. • Design of several websites and print advertising campaigns.
Education 1995 - 2000	The University of the Arts Philadelphia, PA Printmaking /Book Arts & Photography
1998	Vmdavana Institute for Higher Education Philadelphia, PA Bhakti Sastri Vedic Literature Studies