

Nathan Lavertue

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PROFESSIONAL EXPERIENCE

- **Associate Creative Director** • responsible for digital marketing strategies, creative conception and overall execution for Hendrick's Gin, Stolichnaya, Glenfiddich, Balvenie, Milagro, Showtime, MasterCard, Disney and Universal Music.
LBi US, New York, NY, United States (2007-Present)
- **Art Director** • led team of designers, video animators and copy writers through all digital marketing campaigns as well as the continued site evolution and deployment
Music Nation Inc. and Original Signal Recordings, New York, NY, United States (2006-2007)
- **Senior Designer for New Formats** • designed, programmed and implemented Enhanced CDs, copy protected media and Playstation Portable UMD content for complete roster
Sony BMG Music Entertainment, New York, NY, United States (2004-2006)
- **Designer and Flash Developer** • designed and developed digital marketing material and key aspects of micro sites for ESPN, Just Born, Heineken, Beck's and AIGA.
Label Interactive, New Milford, CT, United States (2002-2004)
- **Designer and Flash Animator** • designed and built Flash ecards, ad campaigns and micro sites for Nickelback, Cutty Sark, Godsmack, Rob Zombie and 30 Seconds to Mars
Black Dragon Productions, Los Angeles, CA, United States (2001-2002)
- **Designer and Developer** • designed and developed micro sites, digital presentations and kiosks, and print material for all Dutch government agencies
Corps 3 op twee, Graphic Design & New Media, Den Haag, Netherlands (2000-2001)

EDUCATION

- **Netherlands Architectural Institute**, Rotterdam, Netherlands
NAI Masterclass, 1999 with Lars Spuybroek of NOX (Rotterdam) and Bob Lang of Ove Arup & Partners (London)
- **Rensselaer Polytechnic Institute**, Troy, NY
Bachelor of Architecture Degree and Building Science in Architecture Degree, 1998
Minor in Electronic Arts, 1998

REFERENCES UPON REQUEST

PUBLICATIONS

- *Less Aesthetics, More Ethics: 7th International Architecture Exhibition* (2001)
- *Less Aesthetics, More Ethics* - Actar Editorial (Book & CD-Rom edition, 2001)
- *Archilab: Radical Experiments in Global Architecture* (2001)
- *The Weight of the Image* (NAi Publishers, 2000)

INSTALLATIONS & EXHIBITIONS

- **trans-ports** - *La Biennale, Venice* - 2000
- **The Stadium-Weight of the Image** - *Technical University of Delft* - 2000
- **trans-ports.com** - *Netherlands Architectural Institute* - 2000
- **The Stadium-Weight of the Image** - *Netherlands Architectural Institute* - 1999
- **feedbackfeed** - *Ars Electronics Festival, Linz, Budapest, and Rotterdam* - 1999
- **50 man machine** (with L. Collier Hyams) - *Massachusetts Museum of Contemporary Art* - 1998
- **aurispace** - *Rensselaer Polytechnic Institute* - 1998
- **Open Secrets** (with Malcolm Holzman & Eva Beglarian) - *Rensselaer Polytechnic Institute* - 1998
- **Hybrid Space** (with Antonio Muntadas) - *LaunchPad Nightclub, NY* - 1997