



**Shane Hartley**  
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portfolio: shanehartley.com

## EXPERIENCE

March 2014 – Present **Senior Art Director**

**Catalyst Marketing**  
Seattle, WA

- Responsible for all phases of custom product development—direction, domestic and overseas manufacturer communication, design specifications, and approvals.
- Key role in developing the creative strategy and cultivating client/licensor relationships in Catalyst's games and entertainment initiative.
- Implemented a process for developing and manufacturing physical representations of 3D game assets that led to less revisions, faster client approvals, and higher quality products.
- Led the design and development of a one-fifth scale replica of Valve's DOTA 2 Aegis shield which helped generate 285% in player growth.
- Custom soft goods design for clients such as Pokémon, TEDx, T-Mobile, Bioware, Blizzard, Microsoft, EA Games, and Teavana.
- Apparel, hard goods, plush, collectibles, branding, packaging, and collateral design for both retail and promotional markets.
- Collaborated with sales teams to define initial design direction/concept and led staff designers and freelancers in development of strong creative concepts that met project goals.
- Designed a POS tablet holster for a T-Mobile store pilot program which was so successful that it was expanded to stores nationwide.
- Creatively led online retail site and merchandise launches for multimillion dollar companies, T-Mobile and Southwest Airlines.

May 2013 – March 2014 **Art Director**

**A Crowded Coop**  
Monroe, WA

- Managed and mentored the design staff, and supervised department workload and deadlines.
- Established production workflow, checklists, and templates.
- Designed consumer products, such as plush, soft goods, apparel, toys, and pet products, in collaboration with product development and sales team.

August 2010 – March 2013 **Media Designer**

**Microsoft Studios**  
Redmond, WA

- UI art direction of the Halo 4 Interactive Guide, Xbox fitness, Windows 8 Minesweeper, and Solitaire.
- Concept, design, and creative management of all Collector's Editions and components.
- Worked closely with game artists, marketing, and content publishing to construct a Collector's Edition experience that was cohesive, comprehensive, and aesthetically pleasing.
- Drove a digital collectibles initiative, and consulted with internal teams on digital goods strategies.

November 2009 – August 2010 **Graphic Designer 3**

**Microsoft Game Studios**  
Redmond, WA

- Concepted and designed components of Limited Collector's Editions.
- Collaborated with the editorial team to design game manuals.

October 2008 – November 2009 **Art Director**

**becker&mayer!**  
Bellevue, WA

- Managed, mentored, and supported the design staff of the Juvenile Book Group.
- Established and managed illustration and design budgets of all projects, totaling over 50 titles per year.
- Collaborated with product development, editorial, project management, and production to optimize basic internal processes, resulting in a new project workflow.
- Developed and designed a new editorial book format, resulting in orders totaling over 250,000 copies.

August 2002 – October 2008 **Art Director**

**WizKids, Inc. (The Topps Company)**  
Bellevue, WA

- Sole Art Director for a company with \$34 million in revenue, managing over 6 brands simultaneously.
- Managed two departments (4 designers/photographer, 4 sculptors/painters, 3-5 contractors).
- Prepared and maintained design and sculpting budgets totaling over \$800,000.
- Art direction and design for print, web, signage, photography, packaging, and game components.
- Commissioned and managed external sculptors (domestic and foreign), illustrators, and creative studios, and was responsible for administration of contracts and monitoring payment to those vendors.
- Traveled to China to improve sculpt and print production and to scout new vendors.
- Reduced the overall cost, production time, and revisions of the sculpting process. Reduced tooling costs by 10%.
- Implemented an automated data-merge process, resulting in 70% time savings and fewer mistakes.
- December 2005 – August 2006: **Design Manager**
- July 2004 – December 2005: **Art Lead**
- July 2002 – July 2004: **Graphic Designer**



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## FREELANCE

- becker&mayer** • Amazon Publishing E-book cover design
- Idea Planet** • Collector's Edition design consulting
- Wonder Forge** • Packaging and marketing design
- Ginormous Industries** • Trading card, toy, logo, packaging, web, and publication design
- Goodman Games** • Roleplaying publication art direction, design, and layout
  - Logo design, T-shirt design, ad layout, and web design

## EDUCATION

**The Art Institute of Seattle**  
School of Design, Visual Communication  
Associate of Applied Arts Degree

## AWARDS

- 2012 Game Marketing Awards: Best Limited Edition or Collector's Edition
  - GOLD: Gears of War 3 Epic Edition
  - BRONZE: Forza Motorsport 4 Limited Collector's Edition
- 2012 Game Marketing Awards: Best Limited Edition or Collector's Edition Packaging
  - GOLD: Gears of War 3 Limited Edition
- 2011 Game Marketing Awards: Best Limited Edition or Collector's Edition Packaging
  - GOLD: Halo: Reach Legendary Edition
  - BRONZE: Fable III Limited Collector's Edition

## LANGUAGES

English/Spanish