



Shane Hartley
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portfolio: shanehartley.com

EXPERIENCE

- January 2018 – Present
Ravensburger North America, Inc.
Seattle, WA
- Art Director**
- Creative vision for all products and brands sold in North America including Wonder Forge, Ravensburger, and Brio.
 - Key role in the concept and development of new and existing products, licensed and unlicensed.
 - Work directly with external game design partners on strategy, creative, and game play.
 - Consulting with headquarters in Germany on design, collectibles, and trends.
 - Art direction and design for print, web, video, events, photography, packaging, in-store displays, and game components.
 - Management of contract designers and commissioning of external artists.
 - Concept and creative direction of the Jurassic Park: Danger! board game promo trailer featured on Target.com
- March 2014 – January 2018
Catalyst Marketing
Seattle, WA
- Senior Art Director**
- 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
A Crowded Coop
Monroe, WA
- Art Director**
- Managed and mentored the design staff, and supervised department workload and deadlines.
 - Established production workflow, checklists, and templates.
 - Consumer product design, such as plush, soft goods, apparel, toys, and pet products, in collaboration with product development and sales team.
- August 2010 – March 2013
Microsoft Studios
Redmond, WA
- Media Designer**
- 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.
 - UI art direction of the Halo 4 Interactive Guide, Xbox fitness, Windows 8 Minesweeper, and Solitaire.
- November 2009 – August 2010
Microsoft Game Studios
Redmond, WA
- Graphic Designer 3**
- Concepted and designed components of Limited Collector's Editions.
 - Collaborated with the editorial team to design game manuals.
- October 2008 – November 2009
becker&mayer!
Bellevue, WA
- Art Director**
- 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.



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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, events, 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**

FREELANCE

Idea Planet
Ginormous Industries
Goodman Games

- Collector's Edition design consulting
- Trading card, toy, logo, packaging, web, and publication design
- 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