

**aka. Warnapoko**

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Profile / Portfolio

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Languages

English (fluent)
French (basic)

Nationality

Irish

Live Game

kingsoftherealm.com

References

Available on request

Nathan Warnock

Nathan is a creative professional with over 20 years of experience working hands-on and as a leader and builder of creative teams.

The initial years of Nathan's creative career were largely devoted to developing the skills and expertise to provide 360 degree creative brand, advertising and marketing solutions. For 10-15 years now, Nathan has specialised in creating innovative UX-led digital products that drive user engagement, retention, conversion, customer satisfaction and, ultimately, commercial success.

Nathan has a hunger for innovation and an infectious entrepreneurial approach. He thrives in an agile, cross-team, multi-functional role. His empowering creative leadership approach generates greater understanding and cohesion between creative and technical teamwork to produce the most technologically advanced and engaging user experiences possible.

He embodies a rare combination of open-minded creativity with a natural aptitude for technical problem solving and an ability to target overarching business goals.

Away from the desk, Nathan is an avid fan and participant of team and social sports – playing in, coaching and organising teams and events for field-hockey, tag-rugby, running and cycling.

Experience

January 2017 - Present : General Manager / COO**March 2013 - December 2016 : Brand & Business Development Consultant**

Stephen Roche Cycling Holidays Mallorca

- General Manager and Chief Operations and Communications Officer for one of the longest-running cycling holiday service providers on the Spanish island of Mallorca. Drove customer engagement and repeat business through consistent coordinated marketing activities. The engaged digital media audience increased more than 800% over five years, with content views and click-throughs on newsletters returning up to 4x the industry average; and returning clients accounting for ~70% of annual turnover. Year on year results since my involvement show continuous double-digit growth, reaching 20% for 2017.
- Drove the change from on-site server, single-user, document use to cloud-based, synchronous multi-user workflow utilising mobile apps for greater collaboration, efficiency and visibility on critical business tasks, with up-to-date live data.
- Drove the implementation and training on new procedures and processes to improve the quality and consistency of customer service, from initial online enquiry through to the provision of a full range of cycling holiday services.
- Implemented a multi-stage rebranding of the main business (adhering to minimal-budgetary restraints), with four complementary sub-brands to open up a wider range of merchandising opportunities.

June 2013 - October 2016 : Head of Design, Brand & Product Marketing; and Production Lead

DIGIT Game Studios (and "Kings of the Realm" cross-platform game)

- The only non-founding member of the Executive Leadership Team; and the only team leader with a multi-functional hands-on role across all areas, including: Art, Business, Design, Development and Marketing.
- Creative and Production lead for the most successful Irish-made MMO game ever, generating over 20x ROI on marketing spend in the first 18 months of live-play; and reaching top 25 grossing status in over 40 countries.
- Art direction on all studio artwork (superseding the company founding Art Director), including game characters and environment assets for in-game and promotional use (2D, 3D and video).
- Led the technical design and production of core product systems, including the multiple-entry-point account management system that enables mobile, tablet and desktop users to compete in the same "seamlessly cross-platform" virtual world.
- Led the design and development of the game brand – including the game web portal – and managed targeted user acquisition on various digital media channels, significantly reducing bounce rate and increasing ROI from ongoing PPC campaigns.
- Designed and balanced the critical First Time User Experience (FTUE), including the learn-as-you-play tutorial and first 30 hours of gameplay. Developing the UX with an iterative design process, utilising live performance data analysis, achieved genre-leading user retention and player monetisation results.
- Rebranded DIGIT, creating a new corporate identity and defining the company ethos and culture. Rebranding included: internal and external signage; interior design (including structural changes); internal and external communications (PR); design and production of a range of branded clothing and merchandise; and large-format outdoor advertising.



- ◆ Led the design and production of a new recruitment-focused company website, including all content generation. The website was produced on own initiative (prior to the requirement being identified by the business or recruitment teams) and played a significant role in attracting senior hires away from many well-established international game development companies.
- ◆ Guided the evolution and restructuring of the existing production team (including the appointment of new tech team lead roles) and drove the recruitment of all new hires - local and international - taking the team from 20 to 60 people, of 19 different nationalities.

June 2012 - May 2013 : Creative Director

IPAG Ireland Ltd

- ◆ Creative lead for the design and development of an award winning mobile training app that is used by many of the world's largest banks, including HSBC, BNPP and Bank of America.
- ◆ Designed the UX, UI, data-structure and internet portal for a self-perpetuating mentor/mentee system (mobile app with supporting internet application) used by the RAF and British Armed Forces.

March 2005 - May 2012 : Founder and Creative Director

Creative Nation

- ◆ Founded and led a partnership of 7 award-winning creative professionals with over 80 years of combined experience, located in 3 different countries. The partnership flourished for many years, winning repeat projects for clients such as BMW, Coca-Cola and HSBC.

January 2003 - February 2012 : Creative Director

ebow.ie

- ◆ Drove the transformation of this small startup into one of Ireland's top award-winning full service digital agencies, introducing creative business processes, procedures and iterative design/feedback loops.
- ◆ Led the business development and acquisition of numerous high profile creative contracts, including a near six-figure web development contract for one of the country's largest fashion retail chains.

May 1999 - November 2001 : Creative Director

Internet Business Group Plc

- ◆ Led the creative output of the company through its record breaking IPO on the London AIM.
- ◆ Led the creative and technical teams (approx 30 people) on all branding and product development projects; and, was co-lead for the marketing, PR, project management, and recruitment teams.

July 1998 - April 1999 : Head of Branding and Interactive

Synrg Creative (formerly "MCG&A")

- ◆ Returned to this former employer and took up a senior leadership position to help steer the company through a particularly difficult period following an unimaginable tragedy within the team.
- ◆ Creative lead for the UX and UI for a series of interactive training DVDs for Guinness Ireland Group. The project won an international award for User Interface Innovation.
- ◆ Lead Creative Consultant on the original multi-million pound digital installation of the new Guinness Storehouse HQ building.

May 1997 - June 1998 : Senior Designer

Red Herring Design and Advertising

- ◆ Design lead for the original series of record breaking ads for Irish crisp company "Hunky Dorys". The first TV ad garnered huge critical acclaim, became nationwide headline news and sky-rocketed sales beyond production capabilities.

April 1996 - May 1997 : Graphic Designer

MCG&A

- ◆ Creative lead for the rebrand of "CityJet" airline, from its separation from Virgin Airlines through to its partnership with Air France, including Aircraft Branding, Staff Uniforms, Advertising, Marketing, PR and Customer Loyalty Product Development.
- ◆ Creative lead for several new product research projects for Guinness Ireland Group.

June 1994 - March 1996 : Junior Designer

Target Marketing

- ◆ Began as a summer intern in June 1994, promptly won a National Graphic Design Competition with my first project and was offered a full time position within a month.
- ◆ Gained a solid grounding in real-world customer engagement, communications and direct response marketing.



Education

1992 - 1995 - Visual Communications (Graphic Design)

Institute of Art, Design and Technology

- ◆ Based on a personal portfolio of work and 1-2-1 interview with the course Director, I was the only student accepted into Ireland's most prestigious graphic design course directly from High School graduation.
- ◆ Graduated top of class and as Student Representative for the Design Department.
- ◆ In 1998, was invited back by the Design Department Director to create and run the Institute's first 20 week "night course" introduction to Graphic Design.

Hello

My name is Nathan
aka. Warnapoko

I'm a multi-skilled creative professional with over 20 years of results-driven success.

I love to build great things; like, amazing multi-platform apps and games; new brands that compete with established global heavyweights; and teams that foster creativity and innovation.

I make a positive, tangible, difference wherever I work and I'd welcome an opportunity to discuss working with you.

Let's talk today!

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