



EVA NELSON advises luxury brands, high-end professional service providers, and select nonprofit institutions. She designs and executes the full suite of integrated visual communication assets, including corporate identity and brand standards, integrated advertising and publication design, packaging and promotional points of contact, environmental graphics, imagery, and use of language. Eva provides a creative and commercial perspective that is both broad and sharp. She helps her clients define, express, and maintain their brand strategy.

COMMUNICATION DESIGN

There is beautiful design. There is smart, strategic application of visual languages. Then there is that transition where what you do becomes much larger. Not just how it looks, but how it impacts ~ the total message and the reaction it inspires. I am fluent in more than just the visual end of what I do. Writers like the way I think. Clients appreciate work that is tactically arresting. Me, I enjoy solving problems, finding missing pieces, and shaping a distinctive brand voice. I have spent decades building brands. I have learned how to make the work specific and most relevant to a swiftly evolving consumer.

ON MANAGEMENT

Collaboration has taught me to manage both "up" and "over." The "up" is providing those I report to with the results they need to shine. The "over" is about inspiring staff to grow, explore and experience their own triumphs. I value skilled strategic planners. My approach to successful client relationships is straightforward. First listen and learn ~ then present impressive solutions that express insightful concepts. Management of creative teams, production artists, photographers, illustrators, and interactive designers has resulted in work we are all proud of ~ and work that has worked.

FINANCIAL BEAUTY AUTOMOTIVE HEALTH & FITNESS TECHNOLOGY EXHIBITION EDUCATION
FASHION FOOD & BEVERAGE ENTERTAINMENT MEDICAL LUXURY GOODS PACKAGED GOODS

HANDS-ON

I love every aspect of my craft. I work fluently on a Mac using Adobe InDesign, Illustrator, Photoshop, and Acrobat. Research keeps me current with consumer culture, business insights, color trends, and all forms of media. My communication with vendors is always clear because I understand production parameters in detail and can coordinate a seamless realization from start to finish. Good ideas need to arrive in the real world on strategy, on budget, and ~ on time.



- 03 21 **EVA NELSON DESIGN; Private Practice***
 - Fibroid Treatment Collective, UCLA
 - USC Marshall School of Business
 - Allegiant Private Advisors
 - Lexington Cutter, Inc.
 - Williams Parker Harrison Dietz & Getzen
 - The Center for Surgery
 - Leaven Scholars
 - Sarasota Rowing Club

- 03 16 **The Shand Group, Global; Creative Director, Design + Art Direction**
 - Rio Tinto, The Argyle Mine
 - Mémoire Fine Jewelry
 - Lumenis Worldwide
 - Warren & Selbert
 - City of Santa Barbara
 - PGI: Platinum Guild International
 - GIA: Gemological Institute of America
 - JIC: Jewelry Information Center
 - SinuScience | ASL

For The Mentor Corporation:

 - Memory Gel (Breast Implants)
 - UltraSculpt (Liposuction)
 - Puragen + Prevelle (Derma Fillers)
 - Mentor Solutions (Management Software)

- 00 03 **DDB Los Angeles; Creative Director, Merchandising**
 - Wells Fargo Bank
 - Iris Wireless
 - City of Los Angeles
 - Kia Automotive Dealers
 - Westfield Group
 - Epson

- 98 00 **Roll International, In House Lynda Resnick; Senior Art Director**
 - Teleflora, occasional floral arrangements and keepsake gifts
 - For Paramount Farms:
 - Sunkist Almonds
 - For Los Angeles County Museum of Art:
 - LACMA Exhibit Advertising
 - California Pistachio
 - Sunkist Fruit Roll
 - Special Event Promotion

- 96 98 **Bagby & Company, Chicago; Executive Designer**
 - Arvin Industries, OEM
 - Target Fragrance
 - Zenith Electronics
 - For Museum Campus Chicago:
 - The Field Museum + The Shedd Aquarium + The Adler Planetarium
 - McDonald's International
 - Dayton Hudson
 - Atlas Peak Vineyard

- 94 96 **EVA WHITACRE DESIGN, Private Practice**
 - Aida Thibiant International
 - Aqua de Coco Bathing Suits
 - Bath & BodyWorks
 - Bedford Falls Productions
 - Caesar's World Entertainment
 - Carnation Hot Cocoa
 - El Torito Restaurants
 - Coca-Cola
 - Crystal Cruise Lines
 - Fly Girl Jeans for Black Fly
 - Giorgio Beverly Hills
 - Hills Brothers Coffee
 - NGK Spark Plugs
 - Patina / Pinot Restaurants
 - Pioneer Stereo
 - Project Urban Effort; Chicago
 - Ravello Beverly Hills
 - Redken Laboratories
 - South Coast Plaza / Crystal Court
 - Vie Magazine; Creative Director
 - Victoria's Secret; Fragrance Division
 - World Cup Soccer Design Team

- 92 94 **Bijan Fragrances, In House Atelier; First Design Assistant to Bijan Packzad**
 - Primary + Secondary Package Design / Retail Merchandising
 - DNA by Bijan
 - Bijan Classic for Men & Women

- 90 92 **Muller + CO Advertising + Design, KCMO; Student Intern, First Assistant Art Director to John Muller**
 - The Des Moines Register
 - Halls Crown Center
 - The Jazz Foundation
 - Tivol Jeweler
 - The Kansas City Art Institute
 - KC Masterpiece BBQ Sauce
 - North Kansas City Hospital
 - Kansas City Art Directors Club

- ED **Photography, Performance Art + Graphic Design at San Francisco Art Institute + Kansas City Art Institute**

QUOTES

"Amazing. You usually have to choose between a person with a great sense of design and a person who can interact with clients.

Eva is one of those rare talents who can gracefully do both."

~ Mark Monteiro, Chairman and Chief Creative Officer, DDB LA

"Thank you for the enthusiasm and dedication you bring to each project and the underlying sense of humor that always brings a smile to our lips, even in the most tense of situations, the tightest of deadlines.

Thanks for your unwavering commitment to excellence."

~ Bobby Shand, President, The Shand Group

"Eva is an excellent designer who was able to provide creative solutions for complex strategies that included multiple products and offers while also supporting the Wells Fargo brand. Eva developed in-branch advertising concepts that modernized the look and feel of the 150-year-old brand and met the objectives of the overall strategies set forth. The in-branch work included over 40 unique elements that required consistent design, and Eva took all of that into consideration as she developed the initial concepts. Eva's creative solutions were always well received by senior management at Wells Fargo because they were on strategy, on-brand, and appropriate for the branch channel."

~ Mary Videle, VP In-Branch Advertising Manager, Wells Fargo

"Eva is for real. Brains and instinct. Enormous talent and positive people skills. Give the girl something she can sink her teeth into."

~ Rick Shaughnessy, VP Creative Director, Bagby and Company, Inc.

"Eva introduced an inspiring and appealing line that is still receiving rave reviews. She has an eye for high quality and exclusive product design. I have introduced her to many clients for their private label packaging.

She has shown that she can handle clients from small start up companies to the largest retailers in the country."

~ Robin Mearns, Project Manager, Thibiant International

"Eva has demonstrated a deft knowledge of her craft with excellent execution and follow-up of every project she produced. This technically challenging position has awarded her many new opportunities in which she has successfully endured."

~ Mr. Bijan Packzad, Bijan Fragrances, Inc.

"She has a solid work ethic, boundless energy, a high taste level, and a very positive attitude. In short, Eva has a lot to offer, and if you're lucky enough to get her, congratulations."

~ John Muller, Muller + Company

AWARDS

2019

Addy Award, Silver
Williams Parker Harrison Dietz & Getzen
Publication Design
Requisite X, The Nonprofit Edition
Addy Award, Silver
Leaven Scholars
Identity Design

2018

Addy Award, Gold
Williams Parker Harrison Dietz & Getzen
Publication Design
Requisite IX, The Wealth Preservation Edition

2017

Graphic Design USA Award
Williams Parker Harrison Dietz & Getzen
In House Publication Design
Requisite VII, The Private Foundation Edition

2016

Addy Award, Gold
Williams Parker Harrison Dietz & Getzen
Publication Design
Requisite III, The Controversy Edition
Addy Award, Gold
Williams Parker Harrison Dietz & Getzen
Publication Design, Series
Requisite II, Requisite III, Requisite IV,

2015

Addy Award, Gold
Allegiant Private Advisors
Identity Design
Addy Award, Silver
Allegiant Private Advisors
Sales Brochure

2009

Addy Award, Silver
GIA
Retailer Support Kit
Addy Award, Gold
GIA
Advertising Campaign, Trade, "Around the World, Around the Clock."
Addy Award, Bronze
GIA

Advertising Campaign, Consumer

"No Matter How Closely You Look, You Simply Won't See What We See."

2006

The Summit Award
Puragen for Physicians
Sales Brochure, "Everything is About to Change."
Addy Award, Gold
Puragen for Physicians
Sales Brochure, "Everything is About to Change."

2005

Addy Award, Silver
Ultrasculpt
Advertising Campaign, Consumer, "Love Yourself. Even Naked."
Addy Award, Bronze
Puragen
Identity Design
Addy Award, Bronze
Puragen
Advertising Campaign, Consumer, "The Science to Defy Time."

2002

London International Design Award
City of Los Angeles Bid Committee
Identity Design

1989

Kansas City Art Director's Club, Gold Student Award
Photography Series
Prize: IDCA, International Design Conference Aspen: Italian Manifesto

