JEFF NOLAN

CONTACT

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therealjeffnolan.com

CORE SKILLS

Creative Direction

- Art Direction
- Campaign Strategy
- Visual Systems
- Team Collaboration
- Brand Development

Product & Production

- Ideation
- Manufacturing
- Industrial Design
- Coordination
- Packaging Engineering
- Print Production

Digital & Media

- UX/UI
- Studio Management
- Web Design
- E-Commerce
- Photography
- B2B/D2C Marketing
- Video

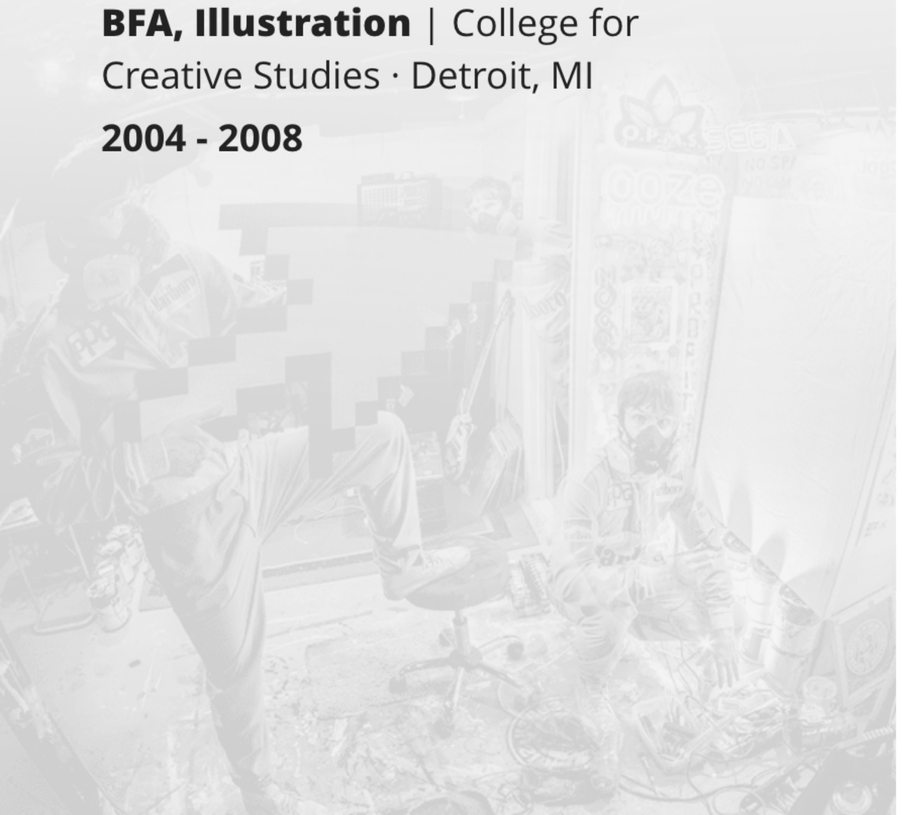
Tools

- Photoshop
- Shopify
- Illustrator
- WordPress
- InDesign
- Pomelli
- XD
- ChatGPT
- Premiere Pro
- Gemini
- After Effects
- Claude
- Adobe Express
- Milanote
- Figma
- Asana
- Capture One
- Teamwork

EDUCATION

BFA, Illustration | College for Creative Studies · Detroit, MI

2004 - 2008



EXPERIENCE

Art Director | Ashh Inc. | Oak Park, MI

May 2021 - Present

- Lead creative strategy, product development, and brand execution across a multi-brand portfolio in highly regulated industries including Cannatron, Ooze, King Palm, Loud Lock, Brand My Bags, and Dispensary Supply, representing from $60M–$100M in annual revenue.
- Lead concept development, industrial design, prototyping, and engineering iterations for 10+ annual device launches, working directly with manufacturing partners in China.
- Develop product packaging, displays, signage, and retail materials using specialty finishes including holographic foil, spot UV, and matte coatings.
- Oversee end-to-end product communication and launch materials: technical specifications, produce education, manuals, warranty systems, sales sheets, pricing, and B2B/D2C campaigns.
- Helped launch Brand My Bags and Dispensary Supply, extending custom packaging capabilities into an industrial printing operation serving cannabis, food, and consumer packaged goods.
- Produce product and lifestyle photography, video, trade show environments, and digital campaigns; integrate AI tools into creative workflows supporting 50–200 vendor product releases annually.

Senior Web Designer | Superpath (formerly High Level Marketing) | West Bloomfield, MI

October 2012 - May 2021

- Designed and delivered custom websites and digital experiences, from UX/UI concepts and wireframes through production.
- Collaborated with developers and strategists on client projects across a wide and diverse range of industries.
- Created process documentation and standardized creative workflows to improve consistency and collaboration.

Co-Founder & Producer | North End Studios | Detroit, MI

January 2010 - September 2014

- Co-founded a Detroit artist collective and warehouse art production space for art & music events, music videos, film, and television.
- Developed partnerships and sponsored projects with both national and international art groups to host an artist residency program.
- Managed large-scale public art projects, including Katherine Craig's 100 × 125 ft illuminated mural sponsored by Community + Public Arts Detroit.

Assistant to the Director | Robert Kidd Gallery | Birmingham, MI

May 2008 - January 2010

- Supported exhibition design, collection archiving, and gallery operations.

SELECTED INDEPENDENT WORK

Palm Treat

- Independent creative business generating $2M+ in sales

Mega Cool

- Independent marketing and consulting business

COLLABORATIONS & EXHIBITIONS

- Lyrical Lemonade
- Nokia
- Meow Wolf
- FaZe Clan
- Vapor95
- Pure Clyde
- Lonely Kids Club
- DCENTRAL Global
- Dragon Preserves
- MOCAD