

NATHANIEL BARTLING

Creative Director | Brand Strategy | Product Design | Generative AI

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Professional Summary

Creative director and entrepreneur with 15+ years across visual storytelling, brand development, and design. Co-founder of Hyperion Essentials, leading creative work from early product concept through brand identity, packaging, investor presentations, and hospitality collateral. Combines hands-on design with generative AI and product thinking to build cohesive brands and explore new digital experiences.

Core Skills

Creative Direction | Brand Strategy and Positioning | Art Direction | Brand Identity Systems | Product and Packaging Design | Visual Storytelling | Campaign Concepts | Brand Guidelines | Presentation Design | Digital Design | Generative AI | AI-Assisted Prototyping

Professional Experience

Co-Founder & Creative Director

Hyperion Essentials | 2020 - Present

- Built the brand from an early paper-container concept, defining its positioning, visual identity, product narratives, and creative direction for the hospitality market.
- Personally developed brand guidelines, investor decks, website design, sales collateral, and hotel-facing materials, maintaining a consistent identity across touchpoints.
- Designed product and packaging concepts, including the original vial formats and PAPYRUS paper sachet line; developed the visual system and supporting marketing materials.
- Developed more than 20 custom co-branded concepts for hospitality and travel partners, adapting product presentation and storytelling to distinct brand identities.
- Led creative execution within a two-person founding team, carrying work from concept through detailed design and supporting ongoing fundraising with investor presentations.

Founder & Creative Director

Legacy Estate House (formerly Hawaiian Harmonics) | 2015 - Present

- Lead an independent creative practice spanning brand identity, apparel graphics, property marketing, photography, and concept development.
- Created commissioned apparel designs for Soley Aloha, a Hawaii-based clothing company, for products brought to market.
- Improve property presentation through photography, image editing, and visual preparation, helping owners and agents communicate a property's appeal.
- Develop independent brand concepts and AI-assisted digital prototypes, expanding the practice across retail, luxury aviation, and interactive products.

Selected Projects

Creator | AI-Assisted Product Development

VALIANCE / Tianxi | Independent project

- Directed AI-assisted development of a horse-racing analytics prototype, translating a product concept into an interface for exploring predictions, historical results, and model evaluation.
- Shaped the user experience around understandable metrics and inspectable results, with separate validation and diagnostic outputs to distinguish testing from demonstrated performance.

Creative Direction | Independent Brand Concepts

Nike, Kohl's House, and ELYRA | Self-directed portfolio work

- Created speculative brand directions across sportswear, retail, and private aviation, exploring positioning, identity systems, customer touchpoints, and executive presentations.
- Developed these projects independently as demonstrations of creative strategy and execution; they were not commissioned by Nike or Kohl's.

Additional Experience

Founder & Creative Director

Wander Braunlage | Braunlage, Germany | 2025

- Launched a local creative initiative combining photography, visual storytelling, and public-space restoration to improve the town's presentation and community environment.

Professional Fine Artist

Independent | International | 2010 - Present

- Created commissioned paintings, public murals, album covers, illustrated books, and installations; exhibited in more than 20 solo and group shows nationally and internationally.
- Invented and designed Fret Finder, an instructional chord cling for guitar and ukulele, with thousands of units sold.

Design and Technology

Design: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom; Figma; Canva; SketchUp

AI: ChatGPT, Midjourney, Adobe Firefly, ElevenLabs; AI-assisted creative workflows

Web: WordPress, Webflow, Squarespace, Wix; basic HTML and CSS

Collaboration: Google Workspace, Microsoft Office, Slack, Notion, Trello

Awards

2024 | Boutique Lodging & Lifestyle Association - Best Vendor for Product Design Excellence

2021 | Florida Graphics Alliance - Florida Print Award, Best in Product Design

2012 | Clint Eastwood Award - Best in Show, Large Format Acrylic Painting

Education

Iowa State University | Bachelor of Arts in International Finance