

NEIL VANDENBERG

NVART

DESIGN & ILLUSTRATION

neilvandenbergart@yahoo.com
nvart-portfolio.com

WORK EXPERIENCE

Feld Entertainment - Palmetto Florida

Senior Manager of Graphic Design
2016 - present
Manager of Graphic Design
2008 - 2016
graphic designer and illustrator
2000 - 2008

Creative Thinking

- Conceptualize, write, illustrate and design themed-activity pages for kids
- Original concept creation and implementation in product and live-event show elements
- Conceive and direct implementation of kids interactive mail/web contests and activations
- Conceptualize and present initiatives to gain access to new markets and create new fans
- Creative lead on cross-functional team showcasing new concepts for company-wide initiatives

Marketing Leadership

- Work with brand teams to deliver exciting marketing strategies consistent with overall company objectives
- Art direction of campaigns designed to sell tickets, broaden awareness and strengthen brand perception
- Lead design team in marketing Monster Jam tours through digital, social media, video, print, AR, event activations, and more, while maintaining consistent quality across all elements
- Maintain project guidelines and goals, working within budget and time constraints and troubleshooting unexpected challenges
- Spearhead multi-department creative collaborations to develop broader access to our properties.

Communication and Interaction

- Regularly present to internal and external VPs on concept art and project updates
- Attend licensing and trade shows for continuing education
- Work with outside sponsors to create customized sponsorship initiatives specific to their needs

EDUCATION

Illinois State University

Normal, Illinois
May 2000
Bachelor of Science in Art - Graphic Design sequence
Bachelor of Science in Art - Drawing sequence

Character Creation

- Lead artist on Monster Jam truck design
- Work directly with builders, painters and decal installers in creating the Monster Jam trucks
- Maintain the theme of a Monster Jam truck design through driver uniforms, helmets, banners, truck environments and more
- Maintain the look of the Monster Jam fleet and recognizing trucks that need to retire, be expanded on or be re-imagined, keeping the Monster Jam fleet fresh and exciting

Licensing

- Lead artists to create comprehensive art packages for online Monster Jam style guide provided to licensees
- Direct revisions and approvals to outside vendors creating retail products
- Collaborate with outside design teams in the creation and implementation of exciting new products

Merchandise

- Work with artists to create apparel and merchandise sold at live events and online
- Art direct photoshoots for products or people

Multi-Page Layout

- Lead artists to design the multi-page information kits provided to local businesses in touring cities
- Lead artists to create annual Monster Jam Souvenir Program sold at events nation-wide
- Manage editors, writers, photographers, internal dept. resources and outside ad providers on content for multi-page pieces
- Review printer proofs and provide final approvals

Career highlights and freelance on next page



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CAREER HONORS

NBC Sports Show - 2019

Footage of me talking about the process of designing Monster Jam trucks was used in the NBC Sports Show: *Monster Jam - Stadium Champion Series 1* from San Diego, CA.

Monster Jam Fire & Ice - 2019

I created a theme for Monster Jam, redesigning half the trucks as "Fire" and the other half as "Ice" for Walmart exclusive diecast toys. I then worked with fleet to create touring versions of six of these Fire and Ice designs. I created the logo and art style guide. This theme has been applied to merchandise and licensed products including apparel and video games.

Monster Jam Truckin' Pals - 2017 to Current

I created a line of cartoon characters designed after the Monster Jam fleet. This junior line has been showcased in kids apparel, licensed products, direct to retail toys and stuffed animals. I've written biographies for these characters and I've featured them in children's activity pages for the annual Monster Jam souvenir programs.

Monster Jam Creatures - 2015 to Current

I created a line featuring comic book style monsters inspired by their monster truck counterparts. The line has been featured with companies like SpinMaster, New Bright RC, Hot Wheels, Fathead, Victory Tailgate and more.

CBS Preview Show - 2013

My artwork and footage of me illustrating monster trucks was a segment featured on the *Monster Jam Preview Show* that aired on the CBS network.

Marvel Comic Book Cover - 2012

I illustrated a cover for *Captain America #1* that was produced by Marvel and used as a promotional piece for ticket purchasers. I wrote and designed the internal advertisement shown on the inside and back covers. These comics were signed by Marvel Comics creator and legend Stan Lee.

Marvel Monstergeddon - 2012

I wrote and designed a live-action motor stunt show with Marvel characters and themes. Leading a small group, we wrote the story and illustrated storyboards. I pitched the concept to the C-suite at Feld, as well as Marvel, Marvel Studios, Disney and even the Spider-Man creator himself, Stan Lee. I wrote and illustrated content for social media updates and press releases. I lead the team at San Diego Comic Con, renting warehouse space and transforming it into a life-size preview of the show, utilizing elaborate monster truck displays, photo ops, promotional videos and high-tech lighting, music and effects. I designed the content, the look and the layout of the warehouse. I oversaw the video department in creating promotional videos played inside the preview event. During the three day event, I was the head spokesman for the show and conducted TV and radio interviews for local Comic Con related coverage.

Art in Action - 2011

Participated in a school art day featuring local artists, where I presented and conducted artistic workshops with children of various ages.

FREELANCE WORK

RSA - RSA Conference in San Francisco - 2018

Designed and illustrated the pop-art, weather-themed mural at the entrance of the gallery for the RSA tradeshow booth at RSA Conference in San Francisco, CA. I also created three, 360 degree virtual reality digital paintings in Quill (an Oculus VR 3D paint program). They were seen by visitors through VR headsets hung from a cloud, for the RSA's interactive cloud platform software solutions.

Opus One Studios - McLean, VA - 2015

Designed and illustrated an album cover for a single released during the holidays with proceeds going to World Vision charity.

Our Lady of the Ridge - Chicago Ridge, IL - 2015

Streamlined their icon and created a logo around it. Logo included versions for the church, school and 60th anniversary. Created logo style guide and other pieces including apparel, newsletters and banners.

references upon request