

JEFF STAMPER

resumé

OVERVIEW

I have created and managed visual designs for environments and online experiences for hundreds of clients for more than 25 years—including identity, branding, exhibits, advertising, copy writing, and a wide ranging list of creative endeavors from UX design to silk screening.

I have worked in an agency setting, founded and run in-house design divisions, and nurtured a freelance business that keeps my mind on the future and my skill set relevant. I am adept at learning new tools and organizing ideas and teams. I recognize that the best skills are those of the mind.

KEY CHARACTERISTICS

I am oriented toward the quality of the work.

I start with an attitude of the possible.

I am a facilitator and a collaborator.

I have a talent for finding the path and mustering resources.

I have a wide range of capabilities: digital, physical, and written.

I keep the end-goal targeted.

I have a keen understanding of spacial and experiential design.

REFERENCES

Kyle Young: CEO, Country Music Hall of Fame and Museum (contact information available on request)

Brenda Colladay: Independent Museum Professional
Former VP, Country Music Hall of Fame and Museum
Former Director, The Ryman Auditorium
(contact information available on request)

Brian Wagner: Executive Director, International Entertainment Buyers Association www.ieba.org
Former Director, TN Dept. of Tourism
(contact information available on request)

SKILLSET OVERVIEW

Excellent written and communication capabilities

Expert-level proficiency with Adobe Creative Suite
(InDesign, Illustrator, Photoshop)

Design of experiential environments, interactive elements, signage, and way-finding

Command of most print techniques (magazines, books, panels, large format, vehicle graphics, packaging, outdoor, etc.)

Oversight and design of website UX/UI/content development

Creation of digital assets for ads, socials, etc.

Oversight and design for motion-graphics (as director)

Experience with video production (as director)

Ability to interpret architectural drawings

Understanding and experience with many fabrication processes, installation techniques, materials, and construction

Stewardship of many types of projects though concept, development and completed execution with print, digital, physical and environmental design

Experience with construction administration using internal and external contractors and vendors

Forming of creative teams and project management systems

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EMPLOYMENT HISTORY:

Country Music Hall of Fame and Museum
Art Director 2005-2008
Exhibit Designer 2014-15 (freelance)
Associate Creative Director 2016-2023

ACHIEVEMENT HIGHLIGHTS:

Founded and developed the Creative Department in 2005, fostering the growth of the team from one person to over twenty designers, writers, project managers, video editors, content creators, photographers, and outside vendors

Established systems for project management, exhibit collaboration, and marketing collaboration during both tours in 2005, and upon return in 2016

Designed and managed the concepts, designs, and advertising for over 100 small and major exhibit designs, ad campaigns, and other collateral materials over an 18 year run. Reinvented the process of exhibit creation to a more collaborative endeavor, enabling the museum's historical and curatorial staff to work more directly with the creative department. This approach enabled the creative department to influence placement of the artifacts with the environment, bolstering the effectiveness of the storytelling

Charged with institution-wide exhibit design oversight for the permanent exhibit as well as short-term, pop-up exhibits, and trade-show installations

Ideated, designed and wrote ad-copy on dozens of advertising campaigns

Oversaw and developed multiple branding campaigns—most notably initiating a shift in 2019 to a content based, storytelling model that takes advantage of the “mountain of content” available at this historic institution

Established and wrote a wider-reaching brand guide that included institutional voice and tone, consistent messaging and market positioning—garnering support of key stakeholders

Initiated a main website re-brand to match the new content-driven brand campaign look, voice and messaging

Established a method and philosophy for new on-line exhibits and sub-sites, advocating for and establishing a content-rich style, which continually proves to be one of the main drivers of web traffic and supplies the marketing department with a deep content-well to pull from

Oversaw a team of five to seven designers, and a dozen supporting roles, bringing inspiration, philosophy and creative guidance and technical expertise to a team of 20

Took Special Project lead—handling anything that did not fit into an existing framework, or had uncertain parameters, requiring an experienced approach to establish methods and set expectations for the team and stakeholders

Other lines of business under the Country Music Hall of Fame and Museum umbrella that I have been responsible for with regard to design, advertising and patron perception (many of the previously listed responsibilities apply to each of these entities on a smaller, more focused scale):

Historic RCA Studio B
Hatch Show Print
CMA Theater
Hall of Fame Events
Hall of Fame Education Department
The Museum Store
The Haley Gallery
222 Southern Eatery

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ONGOING FREELANCE CLIENTS:

Listed here are my top consistent clients from the last 15 years—all of which are known to be successful, garnering rewards and accolades for many years.

STRATEGIC HOSPITALITY PROJECTS

Garth Brooks' Friends in Low Places Honky Tonk

Interior Art (concept and execution)
Large scale graphics
Menu Designs (Main and Private spaces)

Pinewood Social (restaurant) 2011-present

Identity/Brand
Interior Art (concept to execution)
Creative consultation
Website design

The Patterson House (speakeasy style bar) 2008-present

Identity/Brand, Crafted Menu Designs
Creative consultation

Paradise Park (restaurant and bar) 2007—2021

Identity/Brand, Advertising (print, digital, social)
That Neon Sign (largest sign in downtown Nashville for over 15 years)
Interior Art (concept to execution)
Creative consultation
Website, Menus

A-RAY HOSPITALITY PROJECTS

M.L. Rose (restaurants) 9 locations 2008-present

Identity/Brand
Advertising (print, digital, social)
Interior Art (concept to execution)
Exterior signage, murals
Creative consultation
Vehicle wraps

Melrose Billards Parlor 2016-present

Identity/Brand
Interior Art (concept to execution)
Creative consultation

Von Elrod's (restaurant) 2015-present

Identity/Brand
Exterior Signage
Advertising (print, digital, social)
Creative consultation

The Sutler (restaurant) 2014-2022

Advertising (print, digital, social)
Interior Art (concept to execution)
Creative consultation

WILL NEWMAN HOSPITALITY

Pancho and Lefty (restaurants) 2016-present

Identity/Brand
Large scale downtown neon signage
Interior Art (concept to execution)
Creative consultation

Edley's BBQ 2017-2022

Interior Art (concept and execution)
Creative consultation

OTHER RECENT PROJECTS:

Garth Brooks' *Anthology V* Book Design (2024)

Ed Rode's *Songwriter Musician* photo book (2024)

Visit Clarksville Tourism brand refresh (print, digital, social) and Brand Standards Guide (2025)

NOTABLE ROLES:

Art Director or Design Director for:

Frank Best International (ad agency) 1999-01

***Nashville Scene* 2001-04**

Mercy Lounge, Cannery Ballroom, The High Watt 2001-2015

B.B. King's 2005-08

***Nashville Arts Magazine* 2007-2012**

Nerdy Mind Web Development 2011-12

***East Nashvillian Magazine* 2011**

***Nashville Interiors Magazine* 2022**

ACCOLADES:

Featured in *Nashville Interiors Magazine* (summer 2025) for environmental design work

Featured segment in Episode 1 of Garth Brooks' *Friends in Low Places* Amazon TV Show (2024) for creative work on his bar

Multiple (30+) various awards over a 25 year period including:

Advertising Campaigns (print/digital/social/out-of-home)

Book Designs

Branding Campaigns

Editorial Designs

Exhibit Designs

Architectural Concepts

Public Art Installations

2024 Top Ten Music Books according to *Rolling Stone*:

***Songwriter Musician*, a Photo Documentary by Ed Rode for design and production**