

Professional Skills

Creative Direction
Graphic Design
Pre-Flight Production
Management/Mentoring
Producing Live Shows
Illustration/Animation

Professional graphic artist with proven ability to direct/develop and implement targeted design allowing the client to increase their client base and sales 30% to 80%. Managed design teams on multiple projects from conception through completion. Full ability to direct the production of multi color corporate collateral, print advertising, broadcast, digital interactive, packaging and direct mail. Understanding of how to design architecture, graphic content, and program HTML and Flash websites.

Advanced Conceptual and Technology skills:

- Macintosh OSX and Windows XP Professional operating systems
- Adobe; Illustrator, PhotoShop, PageMaker, After Effects, Acrobat and InDesign
- Macromedia; Dreamweaver, Flash and Director
- QuarkExpress
- **Art direction of Photography and Video/Film in studio or on location:** *foodstuff, product catalogs, training video, conference presentations and television ads*
- 2D & 3D Animation:
- For interactive presentations and television
- **CD-ROM/DVD Presentations:** *Art direction, planning interactivity, screen images and animation*
- **Live Show Producer:** *Managing the production of live shows, finding venue, creating theme and being show director.*

Experience

Professional Graphic Artist

Graphic Designer & Art Director
Nov. 2002 to Present

Providing my professional coordination, conceptual and production services of digital layout, pre-press, website planning/design/programming, and knowledgeable management of marketing plans, creative teams and vendors in all aspects of production to help small businesses, agencies, developers and non profit companies with all aspects of producing direct mail, trade shows, flyers, web sites, live events, ads and video editing.

Key Accomplishments:

- Designing and producing entire marketing collateral campaign to promote sales for luxury condos downtown developments, Fifty Five West on the Esplanade.
- Website design and development for independent geologist.
- Logo & print collateral design for Seminole County Supervisor Of Elections.
- 3 successful events for Fifty Five West on the Esplanade; Loft Sale Weekend – sold all 70 units and Breaking Ground Ceremony to mark the beginning of construction and VIP gala.
- 2003 Addy Awards event – my involvement with this event was a producer and show director. I worked with a team of over 20 people helping to produce a show for over 400 people. The show was a huge success.

Experience, continued

Global-5, Inc.

Senior Art Director
Jan. 2004 to Present

Senior Art Director to a talented PR & Marketing team creating targeted collateral for State and US Government accounts. Creative direction and conception for digital layout, pre-press, website design/planning, and animated web and PowerPoint presentations. Knowledgeable management of vendors in all aspects of production, delivering projects on time and within budget.

Key Accomplishments:

- Redevelopment of identity collateral for Florida Department of Transportation's (FDOT) iTrans4mation.
- Designed and presented "Move It Yes You Can" logo for Orlando's planning board to create awareness of an Orlando law.
- Designed and development of a content managed website for Trans4mation and Central Florida Rail.

Inline Technology Marketing

Creative Director
Feb. 1999 to Nov. 2002 Longwood FL

Director and key player in talented marketing team creating targeted collateral for high-tech companies. Implemented tracking system to maintain and traffic projects which include direct mail, trade shows, corporate brochures, annual reports, web sites, interactive CDs and print ads. Creative direction and conception for digital layout, pre-press, photo collage, website design/planning, knowledgeable management of creative team and vendors in all aspects of production delivering projects on time and within budget.

Key Accomplishments:

- Created job tracking database for client projects, production notes, vendor contact information, and scheduling.
- Planned and directed interactive CD-ROM for sales team of developer of bank data mining software which increased sale by 75%.
- Designed corporate identity and collateral for web contract management company which allowed them to sign on Toyota, Prudential and General Foods.

Fitzgerald Communications

Senior Designer/Art Director
Sept. 1997 to Jan. 1999 • Orlando FL

Combined talents in digital layout & pre-press, photo collage and understanding of HTML helped design and coordinated eye catching direct mail, trade show exhibits, corporate brochures, web sites and print ads. Complete knowledge of all aspect of production allowed for coordinating free-lancers for overflow work.

Key Accomplishments:

- Designed invitation and ad campaign for B/E Aerospace increasing traffic to their booth by 20%.
- Developed archival system for completed design projects.
- Art Direction in the creation and launch of an award winning PR site for Harris Corporation. This site reduced PR calls into the corporation and increased their presence in publications and broadcast news by 75%.

Perry & Banks

Senior Designer/Art Director
November 1996 to May 1997 • Portland ME

Advanced design and computer savvy allowed for conception to completion of publications, corporate brochures, packaging, interactive CD ROM presentations and print ads. Hands on production and coordinating of vendors and free-lancers. Management of production team.

Experience, continued**ImageSet**

Senior Designer/Art Director
April 1995 to November 1996 • Portland ME

Key player with talented design team creating digital layout of photo collage, digital 2D/3D illustration and animation for over 20 clients. Presented designs to sales team and directed their pitch.

Key Accomplishments:

- Designed, presented, coordinated and animated interactive presentation for Unum's sales team.

Garrand & Co., Inc.

Senior Designer/Art Director
February 1993 to April 1995 • Auburn ME

Integral member of design team. Performed hands on design and direction of publications, product brochures, packaging, television ads, digital presentations and print ads. Coordinated and presented designs with 3 account executives for 10 clients.

Key Accomplishments:

- Key member of Art Director team for Androscogin Bank and Bangor Hydro television ads.
- Key member of design team and production artist for White Rock Distilleries Ryan's Cream packaging which increased sales of the product by 80%.

LSM/New England Group

Senior Designer/Art Director
Sept. 1987 to Feb 1993 • Portland, ME

Integral member of design team. Performed hands on design and direction for 3 AE's handling 15 different clients, concept to completion of publications, product brochures, packaging and print ads.

Key Accomplishments:

- Designer and Art Director of promotion collateral and photography for Maine Wild Blueberry Association increasing blueberry sales by 30%.
- Designer and Art Director of promotion collateral and photography for Maine Lobster Association increasing lobster sales by 25%.

Integrated Resources

Graphic Designer
1982 to 1987 • Denver, CO & New York, NY

Designed concept to completion for sales material to over 100 sales reps. Key production artist on 2 annual reports.

American Corporate Identity
Broderson Awards
Communication Arts
Creativity
Strathmore
Web Marketing Association

Awards

2003 ADDY Awards – Perry Award

Creativity 28 1998 – Award of Distinction for Fitzgerald Communications Stationery Package

Web Marketing Association 1998 Web Award – Award for outstanding achievement in web site development for Harris ESS PR Site

American Corporate Identity 1996 – Award of excellence for Talk America Corp. brochure

Broderson Awards 1991 & 1990 – Annual Report for Maine Small Business Development Centers and Sales Kit for Wild Blueberry Association

Strathmore Gold Award for print and design March 1989 – Design and print techniques for Wild Blueberry Association Corporate Pocket Folder

Communication Arts March 1985 – Graphics for Promenade Promotion Piece

Orlando Advertising Federation – Current Member; Planning Board and Marketing Committee *2003 OAF*

Memberships

Orlando Advertising Federation (OAF) – Current Member – Creative Director Chair for 2002-2003, Planning Board and Marketing Committee 2003 OAF Swing-A-Round Golf Classic, Show Committee Chair, Producer & Director for 2003 Addy Awards. Planning Board and Marketing Committee 2002 OAF Swing-A-Round Golf Classic

Portland Art Director's Club – Portland, ME Member 1988-1998, Annual Broderson Awards Committee

AIGA – New York, NY Member 1985-1987

Denver Art Director's Club – Denver, CO Member 1982-1985

Portfolio and References available at: www.scottdesign-fl.com