

Scott D. Clark

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EXPERIENCE

- **SR. ART DIRECTOR, Freelance Art Director, Designer , Atlanta, GA.**
July 2010 - Current. The majority of the last year and a half has been freelancing remotely for The Martin Agency located in Richmond, VA. Client work includes digital media for Pizza Hut, Tylenol and Manpower Group.
- **SR. ART DIRECTOR, Digitas, Boston, MA & Atlanta, GA.**
July 2007 to July 2010. Responsible for conceiving and creative development of all digital media. Oversaw all studio and third party vendor work and managed projects through to completion on time and on budget. Clients included SunTrust Bank, General Motors, Stop and Shop, XMSirus Radio, IHG, Home Depot, Delta Airlines.
- **CREATIVE DIRECTOR, Richmond, Virginia / Boston, Mass.**
September 2005 to July 2007. Responsibilities included strategy, management and execution of all client creative. Also managed the creative teams, established agency work flow, oversaw client production billing and maintained third party vendor relationships. Clients included Chesterfield Public Education Foundation, Children Inc., Cingular, Good2baGirl.net, Pacific Greater Richmond Chamber of Commerce, Vera's Fine Jewelers and Wythken Printing.
- **DESIGNER/STUDIO MANAGER, PowerPact, Richmond, VA.**
February 2004 to September 2005. Oversaw studio department and managed creative workflow for clients including Wyeth, Brown Foreman, CapitalOne, IKEA and Yoplait. Responsibilities included creation of print mechanicals, creation and release of production files, oversight of internal pre-press work, supervision of freelance talent and management of corporate identity packages. Specific achievements include original illustrations for Brown Foreman launch of low carb wine, extensive logo and identity developments and learning Flash and Dreamweaver to further develop creative abilities.
- **FREELANCE DESIGNER/ART DIRECTOR, Atlanta, Georgia & Richmond, Virginia**
Clients included The Martin Agency, Sawyer Riley Compton, WORK Advertising, Aquent (Atlanta & Richmond), Atlanta Thrashers, Baseline Sports Marketing, Turner Sports, Capital One, TNT, Millennium Sports, Warrick Dunn Foundation, and the Energy Battery Group. Responsibilities included serving as interim studio manager, logo and identity development, design and production of sales/collateral materials, and creative conceiving and production of print, television and event-driven advertising. Additionally, oversaw all pre-press work for print production.
- **TURNER SPORTS DESIGN / GOODWILL GAMES, Atlanta, Georgia**
1998 to December 2001. Partnered with the print/broadcast design department to fulfill marketing needs for key Turner Sports properties (Hawks, Thrashers, TNT, TBS) and oversaw development and production of all tickets, programs, signage, on-air design and special events packages. Served as designer of the 2000 Lake Placid Goodwill Games and on-site consultant and lead creative on the 2001 Brisbane Goodwill Games. Duties also included the development of all Games-related advertising, sales materials and creative supervision of the licensed brand.
- **CNN HEADLINE NEWS, Atlanta, Georgia**
On-Air Designer, 1995 to 1998. During tenure, designed and produced various graphics and animation sequences for on-air news reports. Work of note included the graphics and animation sequences for the O.J. Simpson Trial.
- **FREELANCE DESIGNER & ILLUSTRATOR, Atlanta, Georgia**
1990 to 1995. Worked as a freelance designer and illustrator for local artists, corporations and media outlets. Work of note includes designs and illustrations for The Cartoon Network and advertising materials for The Home Store Furniture Company.

EDUCATION

- **SAVANNAH COLLEGE OF ART & DESIGN, Savannah, Georgia**
Bachelor of Fine Arts in Illustration, Minor in Art History, 1990
Received HOPE Scholarship to attend SCAD in 1987 upon graduation from Decatur High School. While at SCAD, won prestigious PhotoGroup photography award as a freshman. Other courses completed include Photography, Figure Drawing and Painting. During senior year, completed a work study in illustration in New York City for course credit.

ACTIVITIES

– RICHMOND AD CLUB, Richmond, Virginia

Member since 2003, Creative chair in 2005. Responsibilities include the design and execution of all fundraiser and social invitations and signage. Have also participated in fundraising events, membership drives and soliciting sponsorships from local vendors and corporations.

SKILLS

– AGENCY/STUDIO MANAGEMENT

Posses a solid understanding of the agency business and what it takes to manage a profitable studio department. Possess extensive knowledge of current hardware and software applications with expert proficiency in CS5. Constantly stay abreast of industry trends, practices and have the ability to troubleshoot IT problems on Mac-based systems. Additional skills include management of studio personnel and supervision of studio resources.

– WEB CREATIVE DEVELOPMENT AND PROGRAMMING

In addition to proficiencies listed above, possess a solid working knowledge of Flash, Dreamweaver, HTML5 and JQuery. Ambitions include development of personal web site and continuing education in a new arena of creativity.

PARTIAL CLIENT LIST:

