

SCOTT FORD

Hollywood, California

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Art Director

Open-minded, collaborative, and flexible creative problem-solver with expert knowledge of both print production and web development and 15+ years of experience in helping businesses make lasting impressions. Looking to apply learned lessons on digital marketing, content strategy, brand development, social media, SEO, and building prosperous online communities.

CORE COMPETENCIES

Big-idea Creator | Vision Wrangler | Data-driven Designer | Team Mentor | Analytical Problem-solver | Independent | Production-focused | Entrepreneurial-driven

PROFESSIONAL HIGHLIGHTS

- ❖ Successful freelance art director creating profitable designs that reach millions worldwide
- ❖ Transformed local LA newspaper into the nation's largest alternative newsweekly with 1M readership
- ❖ Pioneering web designer for top brands turned Wordpress expert for small businesses and nonprofits
- ❖ Increased membership/sales for top-tier children's museum with print and web marketing campaigns

EMPLOYMENT HISTORY

Art Director

1997– 2021

Twerp Laboratories, Remote, Hollywood, CA

Creative lead, CEO, and founder of design lab producing profitable, creative content for web, print, social media, advertising, marketing, and merchandising outlets.

- Provides creative consultation and design services to top-tier startups, nonprofits, and corporations. Clients include: Disney, Paramount Pictures, Von Dutch, Denimhead, and the City of Los Angeles
- Designs digital and print marketing for a landmark children's museum in Southern California, Kidspace Children's Museum. Exhibit and special events branding and identity. Website development
- 3X festival rebranding for historic LGBTQ film festival, Outfest. Included festival key art and production of all printed collateral such as catalogs, guides, maps, merchandise, marketing, and advertising
- UI/UX development and design of CatchTV "showmarking" service, a precursor to smart TV technology and video-on-demand services.
- Co-founded Omotion, a fan-based social network, later becoming Social Platform® social networking platform

Design Director 2000 – 2001
CreSenda Wireless, Los Angeles, CA
Successful and profitable launch of mobile software startup, a premier developer of vertically-focused, wireless applications for 1st generation mobile devices

- Lead design and creative for successful rebranding of pioneering mobile services startup with the first mobile software products for Blackberry and Palm platforms.
- UI/UX design and strategy for all devices

Design Instructor 1999 – 2000
Art Center School of Design, Pasadena, CA

Creative Director 1996
AMCY (American Cybercast), Hollywood, CA
Experimental internet entertainment content network of original interactive web-based shows

- Launched multi-million dollar online network of original, web-based entertainment programming on a branded internet entertainment network which is largely credited with inventing the “webisodic” format with its pioneering content titled *The Spot* (circa 1995)

Design Director 1995 – 1996
Digital Planet, Culver City, CA
Pioneering web studio for the technology and entertainment industries known for developing original web properties

- Executive creative position in ground-breaking web development studio. Provided creative direction and mentorship of staff of designers, video editors, programmers, animators, and illustrators.
- Brand development with top-tier clients including Intel, Universal Pictures, MGM/UA, Philips, Allstate, AT&T, and *The Los Angeles Times*

Editorial Art Director 1989 – 1995
LA Weekly, Hollywood, CA
Legendary local alternative weekly newspaper covering local news, politics, art, music, theater, and film in Los Angeles

- Design and supervision of production of all editorial including covers, editorial layouts, special issues, inserts, and calendar listings.

EDUCATION

B.F.A., Bachelor of Fine Arts, Edinboro University of Pennsylvania, 1988
Graduated with *Cum Laude* Honors

AWARDS & MEMBERSHIPS

Design Awards for Journalism (Print)
SND Society of Newspaper Design (1992, 1993)
SPD Society of Publication Designers (1992)