

Scot Harrell // 4 Applwood Ct. Austin, Tx. 78732
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I am an Interactive Creative with over 20 years agency and corporate experience building, leading and motivating creative teams. I have experience in web, mobile and app design for advertising, retail, consumer products, technology, packaged goods, health care, insurance, communications, and government. I specialize in the interactive space. My background is in creative and art direction, with complimentary strengths in everything from recognizing challenges and implementing strategy at the beginning of a project, to fine-tuning it for the best ROI at the end. I have an ability to see the whole picture and live quite happily in all parts of the online design world, from marketing and creative strategy, from design to copy, typography, and photography. To me, attention to details and big ideas are both equally vital. In addition to my primary skills I also have a wealth of expertise in information architecture, user experience, usability, and brand strategy.

uShip

Creative Director

2/18- Present

I lead a 9 person design team that spans UX, Visual Design, Strategy and Marketing. While managing day-to-day operations, I provide project oversight, including establishing priorities and ensuring project goals are achieved. My charge also includes establishing the tone and style for visual explorations, ensuring uShip's design language system is being applied appropriately and managing simultaneous projects from inception to completion, including establishing project plans and participating in design reviews.

Under Armour

Senior Manager of Product Design

6/14 - 2/18

I lead a 5-person team supporting the brand integration efforts of the client services group. This involves ensuring clients brands are represented to our 200+ million users accurately and within guidelines, while working seamlessly on our platform. This includes the creation and design of the co-branded web, mobile and native app experience, as well as promotional and social components. Additionally, I manage the asset creation for the entire pre-sales organization, which includes new product creation for the app and web, specification comps, presentations and other materials.

Sony Electronics

Senior Art Director, North America

2/11 - 5/14

Along with leading a small team, my responsibilities included conceiving and designing new web pages, sites and user interfaces that are consistent with Sony's branding guidelines, as well as interpreting the designs into appropriate advertising assets. This included the creation of new product graphics and assets, modifying current assets for specific needs and ensuring all business requirements are met. Additionally I was responsible for presenting design presentations to seniors and stakeholders, budgeting time lines against ongoing schedules and giving direction and input for other Brand Activation projects.

H20Audio

Creative Director

10/09 - 10/10

Developed and oversaw the creative strategy and implementation of a ground up rebranding for the company and it's complete product line, including print and web advertisements, POP displays, web presence and store, product colorways and packaging. Packaging was displayed globally at 400+ Apple and Best Buy stores. Day-to-day responsibilities included participating and leading brainstorm and strategy sessions, selling ideas internally, creative direction and design.

Qualcomm

Design Lead, Human Factors Group

6/08 - 10/09

Concepted and presented work as well as helped the Human Factors Group (HFG) provide rationale on the effectiveness of creative. Responsible for promoting the creative culture of HFG through educating and inspiring the teams to execute great interactive work. Day-to-day responsibilities included creating intuitive designs that addressed Qualcomm's complex business, marketing and user needs. This included internal client branding, sites, applications and interfaces as well as outward facing web systems, cell phone interfaces, kiosks and collateral.

DefenseWeb

Creative Director

7/02 - 6/08

Defined the creative direction, voice and style of the company at its inception, and maintained, improved and governed the direction until a liquidity event. Built a team of 9 designers and PM's, that designed applications, sites and portals for the Department of Defense, from architecture to look and feel, and carried them through to implementation. Took the lead on creating several robust application prototypes for the Department of Defense and healthcare, including conception, creating the graphics and art, and implementation.

Education Darton University/University of Georgia - Art and New Media, 1996

Awards Addy, FWA, Webby, W3, Tempo, Chicago Creative Club, Adobe SOTD