

Scott Richards

Spring, TX 77379

832.515.1986

scott@scottrichardsdesign.com

website: scottrichardsdesign.com

www.linkedin.com/in/sscottrichards

CREATIVE DIRECTOR | DIGITAL DESIGN MANAGER Driving Design Excellence, Delivery and Results

Solutions-driven strategic thinker known for creating world-class digital campaigns across multiple platforms, smartly integrating user needs, business goals and technical realities. Manager of in-house design department specializing in digital media workflow and art direction. Provider of innovative creative concepts and solutions based on careful distillation of information and translation of complex processes into clear, impactful visuals.

Expertise includes:

- Digital Brand and Identity Strategy
- Engaging, Efficient Infographics
- Mobile-Responsive Email Campaigns
- Information Architecture
- Web and e-Commerce Design
- Video Storyboard Creation and Development
- Campaign Design and Execution
- Strong Organizational, Time Management Skills

PROFESSIONAL EXPERIENCE

IHS, INC., Houston, Texas

A Fortune 1000 Company with \$2.2B in annual revenues. Leading information, content, software, consulting business, serving Oil and Gas, Chemicals, Automotive, Technology, Aerospace and Transportation industries.

Design Manager/Digital, Creative Services (2013 – 2015)

Supervised production and development of all digital and video projects. Managed international team of designers to deliver video productions and digital marketing campaigns that showcased high value IHS business line offerings. Managed creation of 100+ Thought Leadership marketing video productions featured on websites and other channels.

- Directed clients and senior level management across the creative process, from concept development, script writing and storyboarding, pre-production and final delivery, reaching project goals.
- Recommended and consulted with marketers on most appropriate design options, ensuring corporate brand compliance on all IHS global product advertising.
- Established protocol for purchasing of assets only from approved storyboards and negotiated services from voice-over agencies, resulting in most efficient use of production project budgets ranging from \$5K - \$16K.
- Conceived of and led the initiative to design, test and distribute properly branded, responsive and visually rich marketing emails for the Eloqua email platform. Substantially increased all monthly email open rates on 15K+ email campaigns.
- Provided integral support to first e-Commerce store that generated \$1.1M in revenue in first 6 months. Developed and refined an intuitive homepage design and automated the generation of 2K+ product thumbnails for site, using batch scripts.
- Proactively identified risks and issues surrounding demanding production schedules; formulated and implemented workflow processes focused on tracking activities in a shared document which greatly assisted in overcoming/resolving scheduling conflicts.

Senior Graphic Designer, Creative Services (2010 – 2013)

Performed variety of on-line design tasks from start to final production, such as interactive web graphics, landing pages and social media site branding. Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements). Designed interactive brochures and eBooks that provided an engaging single entry point to vast amounts of IHS data.

- Spearheaded the optimization of the global Creative Services team resources by implementing a cloud based 'toolbox' that housed all the corporate brand assets and templates, resulting in consistently branded designs for the digital, print and events teams.
- Demonstrated a high-level of proficiency in design, web and multimedia software and applications, such as Adobe Creative Suite. Increased overall customer satisfaction by using my extensive knowledge of printing procedures, illustration and applied color psychology.

SRI CONSULTING, Houston, Texas

Provider of market intelligence and technical analysis as the world's leading business research service for the global chemical industry.

Senior Graphic Designer (2000 – 2010)

(SRI Consulting acquired by IHS in 2010) Produced technical illustrations and diagrams for chemical industry process reports utilized by major chemical and energy firms. Coordinated with lead authors and SME's to illustrate complex chemical processes and production methods for use in research reports. Solely designed and produced all international corporate ads for various industry publications including Chemweek. Designed corporate website and integrated taxonomy for the vast chemical information offerings to enable easy navigation and usability.

- Managed advertising schedule for the annual production of 90+ print and banner ads for 4 different industry publications delivered to each individual technical specification, within time and budget constraints.
- Designed Chemical Industries monthly newsletter and all corporate brochures and flyers.
- Developed branded, high-level corporate presentations for global events, interviewed presenters and identified key concepts, ensuring presentations were conveyed clearly and concisely.

THOUGHTFARM SOFT TECHNOLOGIES, Houston, Texas

Ambitious technology startup specializing in web development, e-commerce software, digital marketing and online surveys.

Art Director (1998 – 2000)

Reported directly to CTO as Lead Designer for all online digital media efforts. Produced interfaces for custom business software, e-commerce websites, online surveys and web broadcasts. Developed strong background in website design and information architecture by working closely with developers and clients.

- Developed original design vision and creation of corporate style guides, delivering consistent brand handling across the entire company.

RIMKUS CONSULTING GROUP, Houston, Texas

One of the world's foremost forensic engineering and consulting firms.

Animator/Graphic Artist (1989 – 1999)

Produced 2D and 3D animations and video presentations for use in litigation by incorporating information provided by engineers, attorneys, physicians and educators. Produced technical illustrations and diagrams of complex industrial equipment for demonstrative evidence in legal trials.

ADDITIONAL RELEVANT EXPERIENCE

ROOT LEVEL TECHNOLOGY, Creative Director, Cypress, Texas

Designed websites and marketing emails for full service digital agency.

EXPLORER DIGITAL, Creative Director, Houston, Texas

Developed all identity and corporate branding materials for web marketing services firm. Designed websites for City of Houston water department and mobile apps for Rebuild Houston.

UNIVERSITY OF TEXAS, Medical Illustrator, Houston, Texas

Authored illustrations and graphics for medical textbooks and instructional videos utilized by major universities.

EDUCATION & AFFILIATIONS

Associate of Applied Arts in Advertising Design, ART INSTITUTE OF HOUSTON, Houston, TX

The American Institute of Graphic Arts (AIGA)