



SCOTT RIDINGS

ART DIRECTOR/GRAPHIC DESIGNER/ILLUSTRATOR

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FREELANCE WORK

Ridings Design, Fairfax VA

June 1991 – Present

Proprietor/Creative Director

- Work with clients to discuss development of original concepts and provide strategic direction on design needs for print, web and social media.
- Create design and production budgets and timelines based on production turn around.
- Provide services such as brand consultation, print estimation and suggestions for utilizing information graphics.
- Have a reputation of being a jack of all for my clients and will seek out new techniques to make them successful.
- Creative projects from logos to tradeshow booths and even custom dies for emboss.
- Consult with domestic as well as international clients.
- Produce pro-bono work for non-profits developing original concepts and producing collateral materials.
- Design of advertisements for web, magazines and newspapers.

Achievements - 2006 Best of Show for Standard Booth, Global Sources Electronics & Components Show China.

WORK EXPERIENCE

AppleOne/Ernst & Young, LLP, Dallas TX

July 2016 – August 2016

(Global leader in assurance, tax, transaction and advisory services)

Graphic Design Contractor

Graphic Designer in support of Internal and Business Development needs

- Produces creative, comprehensive layout and high-level design for deliverables requiring strong conceptualization of ideas in preparation of original art for print and digital media.
- Continuously enhances design skills and knowledge of design, brand standards and production techniques.
- Offers conceptual design and production solutions to internal clients based on business needs.
- Manages design projects from concept through production and delivery, effectively prioritizes work, balances multiple priorities simultaneously, establishes timelines and estimates and identifies resources to meet internal client commitments and deadlines.
- Serves as a Creative Services Group Project Manager and works effectively in a team environment.

Adecco/Air System Components/Titus HVAC, Plano TX
(Commercial Air Handling Industry Leader and Innovator)

September 2015 – May 2016

Senior Graphic Design Contractor

Primary Graphic Designer in Support of the Superior Rex Brand under Air System Components, Inc. (A Johnson Controls Company) including: Titus and York.

- Managed multiple projects from concept to completion.
- Designed, reviewed, and validated content for print and web.
- Interfaced with all levels of management and presented design strategies.
- Designed creative for print, digital, corporate communications, and miscellaneous projects including providing original information graphics for PowerPoint and Prezi.
- Designed and developed sales and marketing collateral in conjunction with product launches.
- Designed large scale graphics for trade shows, banners and other projects as assigned.
- Recommended new ways to make interactive designs more efficient and effective.
- Recommended to management a job tracking and organization system to streamline production.
- Edited and developed Superior Rex web site and design UX and UI content for social media outlets.
- Provided wireframes, flows and mock-ups to developers to build out functional website pages.

Hoon Design, Shirlington VA
(Design Agency working with Campaign Direct Mail)

September – October 2014

Graphic Design Contractor

- Provided original concept creation and design of Direct mail for PACs and Individual Campaigns for the 2014 Mid-Term Election cycle.
- Utilized InDesign, Photoshop and Illustrator CS6 onsite as well as Transmit to deliver collected files.
- Edited Pop up ads as well as non-political email and direct mail for other clients on an as needed basis

Membership Marketing Partners, Fairfax VA
(Direct Mail Agency working with Non-Profits and Associations in Washington DC Metro)

August 2010 – January 2014

Art Director

- Non-Profit Organizations and Associations such as AOPA, NRA, AFA, Vietnam Veteran's Memorial and AHA.
- Provided original concept creation, design and production: direct mail, posters, brochures, flyers and banners), exhibits, environmental graphics and other projects that raise money for Non-Profit Organizations and Associations.
- Conceptualized and designed content for Websites, E-mail and eNewsletters utilizing skills in HTML and CSS.
- Generated and developed promotional items like belt buckles and lapel pins.
- Art Directed studio photo shoots of premiums for use in campaigns in campaigns.
- Assumed responsibilities of Creative Director when absent for as much as a week at a time.
- Tracked multiple projects using a creative management software environment Daylite.

AQUENT, Washington, DC

June 2009 – September 2014

(Creative placement agency working at Non-Profits and Associations in Washington DC Metro)

Graphic Design Consultant

- Utilized expert skills in InDesign, Photoshop, Illustrator and Microsoft Office in the concept, creation and production of communication products. Clients included Catholic University, Theological College, and Total Wine & Beverage.

Navy Federal Credit Union, Vienna VA

March 1998 – June 2009

(The largest Credit Union in the world with over 3 million members.)

Art Director

- Developed brand guidelines for the development and creation of all visual products viewed by members.
- Generated and developed original concepts including: campaigns, (targeted direct mail, posters, brochures, flyers and banners), multi-media, exhibits, environmental graphics and other projects that strategically promote Navy Federal to its members, the Department of the Defense and the general public.
- Conceptualized and designed plastics (credit, debit and gift cards)
- Represented the Marketing Department and participated in meetings with top management as well as internal clients to strategize creative direction.
- Presented original concepts to internal clients and acted as a point of contact to other departments.
- Articulated and justified direction and conceptual choices to mid and upper management.
- Tracked multiple high level projects using a creative management environment Creative Pro and made sure all projects remained on schedule.
- Assisted the Manager of Creative Services in the management and mentoring of the design staff of seven.
- Provided clear art direction, collaborated with and taught production techniques to Design Staff.
- Developed a clear color management workflow to ensure color accuracy.
- Researched and reported latest techniques, software, hardware and trends in the design community to inform staff.
- Assumed the full duties of the Manager of Creative Services when absent for months at a time.
- Went on as many as 4 press inspections a year when appropriate to ensure accuracy of large critical projects.
- Wrote technical papers on project origination and how to create, save and send jobs out to print.
- Worked with design team to go over creative briefs to ensure all goals for projects were clearly understood.
- Generated and developed original graphics for use on the web and in in-branch multi media system.

Awards/Achievements

2008 Superior Achievement Award for Valuable Contribution in Branch Expansion Project, 34 branches in 8 states.

2007 Communicator Awards – Distinction - Day to Day Annual Report.

Communicator Awards – Distinction - 2007 Pocket Calendar.

2007 Superior Achievement Award for Valuable Contribution to the Success of the goRewards Project.

Hire Knowledge, Washington D.C.

November 1997 – March 1998

(Creative placement agency working at Non-Profits and Associations in Washington DC Metro)

Graphic Design Consultant

- Responsibilities include anything from basic desktop publishing to complex design or illustration. Additional duties may include utilization of other skills such as bidding print projects or troubleshooting problems with the hardware or software.

Affordable Printing & Graphics Inc, Fairfax VA

September 1994 – November 1997

(Creative agency serving at Small Businesses and Associations in Washington DC Metro)

Senior Graphic Designer/Illustrator

- Responsibilities included fast turn-around of a job working directly with the client from start (concept) to finish.
- In charge of handling client accounts such as Next Day Blinds and Cort Furniture as well as providing quality services to small businesses.
- Additional responsibilities included negotiation and estimation of design, bidding print jobs, press inspection, and art direction to creative vendors such as illustrators and photographers.

EDUCATION

- 1991 – Virginia Commonwealth University, Richmond VA
Communication Arts and Design Department
Degree: Bachelor of Fine Arts
Major: Communication Arts and Design
Concentration: Graphic Design
- 1985 – Northern Virginia Community College, Annandale VA
- Dale Carnegie Course

TECHNICAL SKILLS

- QuarkXPress 8, 9, 10
- InDesign CS 5.5, 6
- Photoshop CS 5.5, 6
- Illustrator CS 5.5, 6
- Dreamweaver 5.5
- Microsoft Office
- Flash CS 5.5, 6
- Fireworks CS 5.5, 6
- Mac and PC proficient
- Pre-Press Production
- Press inspection
- Digital Photography
- Color management and workflow
- Able to draw and sketch ideas.
- Photo/image research/management
- Short publication design
- Creation of tabular data for annual reports
- Understand HTML & CSS principals
- HTML 5 & CSS 3
- Chrome Development Tools
- Twitter Bootstrap
- Content development
- Photo illustration
- Illustration and graphics for proposals or manuals
- Typography
- Web Design
- E-mail Design
- Web Content Creation
- Information Graphics
- UI/UX Design/Strategy