



**FOLIO**

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**EMAIL**

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**PHONE**

(586) 350-3950

Senior Creative / Design Director / Illustrator

## HIGHLIGHTS

### CREATIVE CAPABILITIES

Brand Development  
Traditional / Digital Illustration  
Marketing Campaigns  
Advertising / Promotion  
Photography  
Web Development  
Custom Typography  
Conceptualization  
Trade Shows / Events  
Product Packaging

### CLIENT INDUSTRIES

Entertainment  
Academic  
Food Services  
Automotive  
Franchise  
Medical / Healthcare  
Recreational  
Manufacturing  
Non-profit

### SKILLS - EXPERT

Traditional Tools and Methods  
Adobe Suite (all versions):  
Illustrator, Photoshop, InDesign,  
Fireworks and Acrobat Pro

### SKILLS - PROFICIENT

CMS (Joomla, Wordpress)  
HTML, CSS, SEO, UX/UI  
Microsoft Office, iWork Suite  
Dreamweaver, Flash, Quark,  
Fontographer, Video Editing

## SUMMARY

For over 20 years Scott has gained a solid reputation with a wide variety of businesses, the breadth of which has afforded an unusually diverse portfolio and an increasingly strategically-driven perspective. It is his unique marriage of creative skill and technical expertise that creates an extensive range of visual possibilities. From traditional-to-digital, online-to-offline, Scott visually translates complex business requirements into effective, solution-focussed designs.

### CREATIVE SKILLS

With a fresh perspective, strong conceptual and production abilities, Scott delivers unique design styles specifically matched to each project.

Specializes in a large mix of illustrative styles, that range from fluid hand-drawn characters to highly technical digital renderings.

Evolving with the industry, gained experience working with a variety of production methods: screen printing to flexo, traditional to digital offset, prototyping to digital delivery.

### STRATEGIC THINKING

Develops unique creative strategies that clarify information, engage audiences and build strong brand positions in the marketplace.

Views creativity from a business perspective, focused on viable goal-driven solutions.

Establishes continuity throughout large-scale branding projects, across a variety of media.

### COMMUNICATION

Actively develops and cultivates long-term client relationships; most ranging from 5 to 9+ years.

Comfortable speaking to and collaborating with various teams, senior-level clients and vendors.

Effectively worked within numerous agency roles, environments, workflows, and cultures; both as part of a team and independently.

### PROJECT MANAGEMENT

Handled multiple client accounts and projects simultaneously, while effectively managing vendors, internal and external teams.

Capable of establishing project requirements, dependencies and resources, cost-time-scope constraints and delivery, to achieve immediate and long-term goals.

Takes a proactive approach to problem solving that utilizes best practice production standards.





## CLIENT LISTS

### AGENCIES

Gyro Creative, Tailford & Associates, Falhgren, Mitchell & Company, Duffey Petrosky, Interrupt Marketing, Whizard Strategy, StarrConstand, Sheroian & Associates, Roman-Peshoff

### ACADEMIC

Macomb County Community College, Wayne County Community College, University of Detroit Mercy, Macomb Intermediate School District, Chippewa Valley Schools

### ENTERTAINMENT

Mendicant Pictures, 10 West Films, Origin Entertainment

### FOOD SERVICE

Tropicana, Eskimo Pie, Dolly Madison, Weight Watchers, Yoplait, Breyers, Godiva, Schwebers, Anheuser-Busch

### FRANCHISES

Molly Maid, Mr. Handyman, Ductz, 1-800-DryClean, Vito's Pizza, Metro Cars, Hilton Suites

### MEDICAL / HEALTHCARE

College Park Industries, Advanced Oncology, Vachette Pathology, Northwest Ohio Plastic Surgeons, Coldspring Harbor Laboratories

### MANUFACTURING

Owens Corning, Calphalon, Marcato, International Paper, Mettler-Toledo, DeVilbiss, Merrilat, NSK International, Chrysler, DANA, Alside, Zeibart, Libbey, Hancor, Magna Aftermarket, Faurecia

## EXPERIENCE

**SR ART DIRECTOR** | 10/2013 - 02/2014 | **Moncur Associates** – Southfield, MI

Conceptual design and development of websites, identity, collateral, advertising and photography. Included client interaction and vendor management.

**SENIOR CREATIVE** | 01/2010 - 09/2013 | **College Park Ind** – Warren, MI

Established in-house creative services for a leading medical device manufacturer of lower limb prosthetics. Designed and managed all creative assets for the corporate brand and family of products, including support materials for international distribution to 28 countries.

*INCLUDED: brand development, product marketing materials, production related manuals, labeling and literature, advertising, trade show and event displays, videos, website design and programming. Established and maintained the marketing related ISO 13485 document control and CE standards.*

**ILLUSTRATIVE DESIGNER /OWNER** | 2001 - 2010 | **SageCreative** – Fraser, MI

As an independent design and illustration studio, delivered a large range of visual solutions for a diverse set of clientele. Specialties included a large mix of illustration styles, graphic design projects, web development and custom typography.

**CREATIVE DIRECTOR** | 2000 - 2001 | **EmployOn** – Cleveland, OH

Strategic and creative IPO positioning of corporate B2B and B2C websites, identity and marketing collateral. Hired and managed creative team. Company specialized in internet recruitment and workforce development.

**ART DIRECTOR** | 1996 - 1998 | **Mitchell and Company** – Toledo, OH

Directed integrated marketing solutions for corporate Fortune 500 clients. Oversaw designers and vendors, while collaborating with staff of Creative Directors, Writers and Account Executives.

**FREELANCE DESIGNER** | 1991 - 2000 | **Auch Design** – Toledo, OH

Freelance illustration and graphic design for ad agencies, marketing firms and small business. Worked with agencies at on-site locations and remotely.

**GRAPHIC DESIGNER** | 1995 – 1996 | **Libbey, Inc** – Toledo, OH

Supporting an international and domestic customer base, created custom design appliqué for glassware and ceramics. Developed national trade show installations, multi-media presentations, and retail packaging.

**DESIGNER / PRE-PRESS** | 1993 – 1994 | **ArrowSwift Printing** – Jackson, MI

**DESIGNER / DRAFTSMAN** | 1990 – 1993 | **R2 Planning Commission** – Jackson, MI

## EDUCATION

**BACHELOR OF ARTS** | 1989 - 1993 | **Spring Arbor University**, MI

*Major: Visual and Applied Arts, emphasis in Illustration / Minor: Computer Programming, Marketing*

## INTERESTS

*Exploring new styles, trends and technology, pushing past design limitations. Swiss design and German expressionism. Social outreach, youth mentoring, and teaching. Nurturing my kids to be their best.*



## RECOGNITION

### 2013 Graphic Design Awards

7 Awards out of 8,000 national submissions

### 2007 American Advertising Awards

Gold ADDY - DictorMartin Brand

Silver ADDY - DictorMartin Website

Gold ADDY - Admiral Travel Website

Judges Choice - Admiral Travel Website

### 2006 American Marketing Association

AMY Award - Admiral Travel Website

### 2004 American Advertising Awards

Gold ADDY - TARTA Lunch Trolley Campaign

### 2003 American Advertising Awards

Gold ADDY - The Toledo Zoo Promo

Silver ADDY - Waterfront Film Festival

### 2004 American Advertising Awards

Gold ADDY - TARTA Lunch Trolley Campaign

### 1999 Crystal/Matrix Awards

*Assoc. of Women in Communication*

Merit Award – Promotional Poster

Merit Award – Advertising Campaign

Merit Award – Public Relations Campaign

### 1999 Visual Communications Awards

*Ohio Museums Association*

Second Place – Festival Brochure

## RECOMMENDATIONS

“ Scott is that rare combination of creative genius and hands-on execution. Not only a skilled designer, he is an illustrator, photographer and production wiz. Something of a renaissance man he is equally comfortable in print as he is with social media, while always strategically driven.”

- **Linda Vos** / Executive Creative Director / Think 360 Inc.

“ We have worked with Scott consistently for over 10 years. He has provided exceptional service and creativity; always exceeding our expectations. His versatility in styles from illustration to design is nothing short of amazing.”

- **Vyto Bendoraitis** / Creative Director / Tailford-Mitchell

“ Scott spends the time working to understand what you are trying to accomplish, and his results are always great. He is a very talented individual, with hunger for learning and achieving the best. He requires no hand holding and is a professional at what he does.”

- **Tarek Haddad** / Owner / Xparta Technologies

“ It is difficult to write a succinct recommendation for Scott, because I have never met a creative professional with as many skill sets as his. His work is always visually stunning - customers alike believe that we are a much bigger company than we actually are, because the quality of our brand imagery often exceeds our largest competitors.

To put it another way: prior to Scott, I worked with entire teams of graphics professionals who couldn't accomplish what he can do. Having Scott on our team makes us a better company!”

- **Megan Toscas** / Market Research Specialist / College Park industries

“ Scott is one of the most knowledgeable people in his field I have ever met. He is able to eloquently communicate his ideas across all levels of management. He is very enthusiastic, dedicated and a perfectionist in all of his projects whether it be a fax cover sheet or a total website redesign. Scott would truly be an asset to any organization.”

- **Rosalie Herdon** / Marketing Manager / Employon, Inc.

“ Scott is our go to guy for graphics requiring originality. While most designers use available typefaces, Scott can create his own to match the needs of the project. Scott is very creative and understands the objectives of the project. His solutions are always on target.”

- **Mark Mitchell** / Chief Creative Officer / Whizard Strategy. Interact On Shelf

“ With only strengths to build on, Scott's years of experience in the design and creative industries make him an ideal candidate for any senior level position that requires a seasoned creative mind in a team-oriented environment.”

- **Scott Smerznak** / Creative Director / Garnet River

## FOR MORE INFORMATION

If you have any questions, please feel free to use the included contact methods. The LinkedIn profile provides expanded details. Additional references and portfolio samples are also available upon request.

[linkedin.com/in/scottauch](https://www.linkedin.com/in/scottauch)