



SCOTT BLAIR

925-999-0727

scott@blair-media.com

Pleasanton, CA

Art Direction/Design

UI/UX Product Design

Motion Graphics

2D/3D Illustration

Adobe Creative Cloud

Sketch, Figma, XD

Premiere Pro, After Effects

Lightwave 3D, Cinema 4D

www.blair-media.com

[www.linkedin.com/in/
scott-blair-00099827/](https://www.linkedin.com/in/scott-blair-00099827/)

SUMMARY

A uniquely qualified candidate with over 25 years of experience in art direction, UI/UX, illustration and motion graphic design. A proven track record with many major accounts and projects from corporate identity programs to product design, this artist brings a creativity and versatility that can elevate any product. While holding old school credentials, a mastery of the very latest tools is an ongoing priority.

EXPERIENCE

Senior Art Director | American Advisors Group | Nov 2018 to Current | Irvine, CA

- Responsible for all brand and 360 campaign creatives across multiple channels for B2B and B2C
- Initiated and developed new visual efforts elevating brand awareness, advertising performance and significant upgrades in visuals across all platforms including print, web, and broadcast
- Created new sister brand from concept to completion including logo, advertising, web design and collateral
- Conceptualized and created storyboards for national television campaigns, directed and created CTA and explainer animations for broadcast and web applications
- Art directed photography for national spokesperson
- Lead creative team on various projects with large budgets exceeding \$5 million per month.

Art Director - UI/UX | Raley's Food Stores | Feb 2014 to Aug 2017 | Sacramento, CA

- Successfully implemented workshops among stakeholders, development teams and outside vendors to rebrand all company electronic media
- Established UX design as first stage of all web and mobile applications with a focus on user-centered design (UCD)
- Interfaced with various marketing teams in customer research, case studies and content
- Tasked with design and creation of comprehensive style guides, asset development, and CSS for the entire platform

Art Director | Xilinx Corp | Feb 2001 to Dec 2014 | San Jose, CA

- Art and Creative director for a large B2B technology company
- Created, and designed a trade journal published internationally and in 4 languages
- Received multiple design awards for magazine work including an "Ozzie Gold" for design and many "Inspire Awards"
- Responsible for company-wide education and technical branding as well as digital marketing efforts.

EDUCATION AND TRAINING

Bachelor of Fine Arts: Graphic Design | San Jose State University, June 1987

Associate of Arts: Commercial Photography | Chabot College Jun 1984

Associate of Arts: Commercial And Advertising Art | Chabot College Jun 1984