

# SCOTT BLAIR

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## PROFESSIONAL SUMMARY

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A uniquely qualified candidate with over 25 years of experience in graphic design, art direction and UI/UX development.

A proven track record with many major accounts and projects from corporate identity programs to photo editing, no task is too much. While holding old school credentials, a mastery of the very latest in tools for the savvy designer is a focus.

## WORK HISTORY

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### Art Director, 11/2018 - Current

American Advisors Group, Irvine, CA

- Responsible for all brand and 360° campaigns 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.

### Senior Visual Designer/UI/UX Designer, 08/2017 - 11/2018

Youngevity, San Diego, CA

- Senior Marketing and UI/UX Designer, responsible for all aspects of web development, brand design and electronic marketing campaigns.
- Created multiple brands and supporting collateral for a variety of products and services.
- Followed and applied brand standards for consistency across visual designs.
- Targeted visual designs on specific audiences and applications.

### Art Director - Digital (contract), 02/2014 - 08/2016

Raleys Food Stores, 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



Long Beach, CA 90802



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## WEBSITE, PORTFOLIO

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- [www.blair-media.com](http://www.blair-media.com)
- <https://scottb79c.myportfolio.com/work>
- <https://www.linkedin.com/in/scott-blair-00099827/>

## SKILLS

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- Art Direction and Design
- 360° Marketing Design
- Motion Graphics, Animation & Broadcast Design
- 2D and 3D Illustration
- UI/UX Design
- Photo illustration and retouching
- Social Media Campaign Design

## EDUCATION

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- **Bachelor of Science, Graphic Design, 06/1987**  
San Jose State. - San Jose, CA
- **Associate of Arts, Commercial Photography, 06/1984**  
Chabot College - Hayward, CA
- **Associate of Arts, Commercial And Advertising Art, 06/1984**  
Chabot College - Hayward, CA