

SCOTT BRIEFER

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COMPUTER SKILLS

| | | | |
|---------|--------------------------|------------------|---------------------------|
| MacOS | Adobe Creative Cloud | Microsoft Office | Sketch |
| Windows | – Photoshop | – Word | Invision |
| iOS | – Illustrator | – Excel | OmniGraffle |
| Android | – Indesign | – Powerpoint | Axure |
| | – XD (Experience Design) | iWork | Safari / Chrome / Firefox |
| | – Dreamweaver | – Pages | HTML / CSS |
| | – Acrobat Professional | – Numbers | |
| | | – Keynote | |

PROFILE

My visual design career has focused on realizing effective marketing communications, packaging, mission critical websites, mobile apps, and digital experiences / reinvention. I have a passion for telling my client's story having worked for the premier branding agency, Landor Associates.

More recently, I have focused on honing my Enterprise Design Thinking skills. During my time working for IBM iX I have facilitated, or co-facilitated numerous workshops with clients as diverse as Air New Zealand, Citibank, Micron/Crucial, NV Energy, Oracle, Samsung, Universal, Walgreens, and Wells Fargo to name a few.

QUALIFICATION SUMMARY

- Over 15 years working as an Experience Designer (UX/UI).
- Design Thinking Leader
- 35+ years experience as a Creative Director.
- Extensive knowledge in both print and digital media with an emphasis on branding, packaging, marketing materials and web / mobile / digital transformation.
- Technologically savvy with the knowledge to realize projects. Comfortable in both Waterfall and Agile methodologies.
- Strong managerial / project management skills.
- Excellent communications skills. Team player.

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTION · EXPERIENCE DESIGNER

- Have been responsible for the design and implementation of literally hundreds of projects in many mediums. Clients have included:

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|-------------------------|--------------------------|---------------------|------------------------------|
| – ABC Financial | – Eli Lilly | – Kind Group | – Pfizer |
| – Air New Zealand | – Falcor | – Kaiser Permanente | – PLAYSKOOL |
| – Alcan Packaging | – Genentech | – MetLife | – Real Beauty Is... |
| – American Express | – Havas Worldwide Health | – Nokia | – Samsung |
| – AT&T | – Hewlett Packard | – NV Energy | – Smuin Ballet |
| – Caesars Entertainment | – Hitachi | – NYGPL | – Southern California Edison |
| – Citibank | – Honda | – Oral-B | – Universal Resorts Orlando |
| – ClubMom | – IBM | – Pacific Bell | – Warner Brothers |
| – DaimlerChrysler | – Intel | – Pacinka Ferri | – Wathne Limited |
| – The Disney Company | – jaelee and company | – Paris Presents | – Winning Directions |

- Currently, I am the Chief Creative Officer of one of the leading Experiential Marketing Agencies, Double A Labs. As such, I have extensive experience in designing and realizing 'activations' including all aspects of both digital and scenic builds.
- Having been a pioneer in the transition from traditional design to digital media, I have a strong understanding of all aspects of production including both Waterfall and Agile methodologies.
- I have designed and / or contributed design elements to numerous large scale digital experiences (web, mobile, etc.).
- Designed direct mail campaign materials for many of the National Democratic Party's candidates. Projects were extremely content and time sensitive, often having to be designed and realized within 5 days.

PROJECT MANAGER

- For Landor Associates I managed all aspects of the hp invent (Hewlett Packard) new brand campaign including:
 - designing, building and maintaining online brand standards
 - package design and implementation
 - help desk management
 - event coordination
 - reviewing corporate communications for brand accuracy (member of the hp invent Brand Council).
- Extensive Knowledge of international localization including translations and cultural sensitivities.
- Strategic planning and realization.
- Supervised a large team of consultants, designers, production assistants, and vendors.
- Designed, managed and maintained budgets for a wide variety of projects in many mediums.

EMPLOYMENT HIGHLIGHTS

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| Double A Labs | Chief Creative Officer | 09/18 – present |
| Scott Briefer Design | Freelance Design / Media Consultant | 08/89 – present |
| IBM iX | Creative Director / Lead Experience Designer | 08/14 – 09/18 |
| Critical Mass | Lead Experience Designer | 11/11 – 02/13 |
| jaelee and company | Creative and UX Designer | 12/10 – 05/11 |
| ClubMom / CGI Marketing Inc. | Creative Design | 07/04 – 04/06 |
| Landor Associates | Senior Project Manager | 02/00 – 03/01 |
| Smuin Ballet | Creative Director | 06/98 – 02/00 |
| Full Moon Interactive Group | Creative Director | 06/97 – 06/98 |
| Buchholtz Communications, Inc. | Project Manager | 07/96 – 06/97 |
| International Technologies Associates | Art Director | 09/95 – 05/96 |
| ARTiculate Communication | Partner / Creative Director | 08/93 – 08/95 |
| San Anselmo Printing | Graphic Designer / Typographer | 05/89 – 08/93 |

EDUCATION

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|-----------------|-------------------------|
| Hunter College | Theater and Film |
| Pratt Institute | Architecture and Design |

REFERENCES

| | | |
|---|--|--------------|
| Katherine Bell, Product Manager | | 512.565.6261 |
| Christopher-Ian Reichel, Executive Director | 51 Astor Place, NY 10003 | 646.591.0326 |
| Gail Blackman, Falcor Inc., President | 6 Largo Lane, Livingston, NJ 07039 | 973.992.7365 |
| Dr. Elyn Altman, Ph.D. | 57 Old Pond Road, Great Neck, NY 11023 | 516.829.5034 |
| Phyllis Hershkowitz | 101 West 23 Street, New York, NY 10011 | 212.924.9449 |
| Mark Leslie | 950 Harrison Street, Suite 202, SF, CA 94107 | 646.221.4458 |

INTERESTS

Theater, film, architecture, photography, art, dance, board games (gamification), theme parks, expositions and fairs.