

# SCOTT BRIEFER

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## PROFILE

My 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.

I have been a Creative Director for 35+ years with extensive knowledge and experience in both print and digital media. For the past 15 years, my focus has been on Experience Design, initially as a UX / UI Creative, and more recently designing Experience Marketing 'activations'.

I am an accomplished Design Thinking Leader having facilitated numerous workshops with clients as diverse as Air New Zealand, Citibank, Micron/Crucial, NV Energy, Oracle, Samsung, Universal Orlando Resort, Walgreens, and Wells Fargo to name a few.

Comfortable in both Waterfall and Agile methodologies, I understand how to ideate a future state, as well as how – and perhaps more importantly – to realize that vision.

I have strong Managerial and Project Management skills having led sizable teams tasked with designing large scale projects on time and on budget, including NV Energy's (Nevada's primary energy utility company) digital reinvention.

I am an excellent communicator and consider myself a team player.

I invite you to explore my profile website: [scottbrieferdesign.com](http://scottbrieferdesign.com). There you'll find a wide variety of samples that showcase the breadth of my career; work that includes the design and implementation of literally hundreds of project in many mediums. I have designed for many of today's top brands including:

- |                         |                          |                     |                              |
|-------------------------|--------------------------|---------------------|------------------------------|
| – 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         |

## 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        |                           |

**EMPLOYMENT HIGHLIGHTS**

**Scott Briefer Design** Freelance Design / Media Consultant 08/89 – present

**Double A Labs** Chief Creative Officer 09/18 – 05/19

Double A Labs is a leading Experiential Marketing Agency with a primary focus on creating impactful 'activations' for the entertainment, gaming and technology industries. As CCO, I led a studio of Designers and Developers. Together, we designed and realized both digital experiences – websites and mobile apps – as well as physical scenic builds for clients that included 2K, DC (Batman), Genentech / Roche, and Warner Brothers.

I was personally tasked with redesigning Double A Lab's personal brand including all digital media. Key to this campaign was the relaunching of [doublea.com](http://doublea.com), a website I'm extremely proud of.

**IBM iX** Creative Director / Lead Experience Designer 08/14 – 09/18

I was one of the founding Digital Creatives for IBM iX. Initially started in New York and later, when a West Coast studio was opened, in San Francisco, IBM iX was formed to provide clients transformative delightful digital experiences.

While at IBM iX, I honed my Design Thinking Leadership skills, ultimately became an eminent IBM Enterprise Design Thinking Facilitator asked to lead workshops all over the world for clients across multiple verticals.

**Critical Mass** Lead Experience Designer 11/11 – 02/13

While at Critical Mass I was the Lead Experience Designer for the Citibank Retail Partners account. Companies like, The Home Depot, and Exxon Mobile, partnered with Citibank for the purpose of providing their customers company branded credit cards. My responsibilities included designing all aspects of the digital user experience: from credit application, online billing and payment to ongoing support.

**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

For Landor Associates, I managed all aspects of the hp invent (Hewlett Packard) brand redesign campaign including:

- designing, building and maintaining online brand standards
- package design and implementation
- international localization including translations and cultural sensitivities for all brand materials
- help desk management
- event coordination
- reviewing corporate communications for brand accuracy (member of the hp invent Brand Council).

**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**

Hunter College  
Pratt Institute

Theater and Film  
Architecture and Design