



## Scott Donald // Creative & Design Direction

JeffreyScottDonald@gmail.com  
(407) 276-3540

948 Larson Drive,  
Altamonte Springs, FL 32714

I'm a creative director with 27 years of professional experience. I've started and grown design teams with a focus on excellent creative, efficiency and camaraderie. I've helped to expand the business of both the companies I worked for and our clients. I've worked on a huge variety of projects including billboards, branding, illustration, environmental design, murals, print, books, apps, point-of-sale retail ads and signage, social media, SEO, packaging, video and motion graphics, websites, email and animated banner ads. I'm not afraid to get my hands dirty in some code or oversee the production of a huge print project.

I love seeing great creative come together, whatever the medium.

### **Tsyklon, LLC, Altamonte Springs, FL — Creative Director**

APRIL 2016 - PRESENT

Tsyklon is an interactive design and development agency specializing in email, animated HTML5 banner ads, social media and landing pages. Tsyklon's niche is working with in-house marketing departments and ad agencies to provide design and code for large scale campaigns for advertisers such as Walt Disney Studios, Yellow Shoes, Peloton, Adidas, iRobot, NBA, Amazon, Quaker Oats, Columbia Sportswear, and Pearson Education.

- Managed fast paced rollout of large campaigns that included hundreds of deliverable video, code and image assets
- Responded to client RFPs, created bids, pitched work, and coordinated with clients to maintain budgets
- Worked with development to create streamlined design systems and templates to speed production, reduce QA timeframes and assure flawless deployments
- Designed and developed HTML5 banners using JavaScript (GSAP library) and CSS
- Utilized tools such as Braze, Litmus, Email on Acid, Adpilot

### **SQUAREFACTOR, Altamonte Springs, FL — Creative Director**

OCT 2014 - FEB 2016

SQUAREFACTOR was an interactive studio that specialized in apps, games, interactive kiosk displays, websites and social media with a focus on creating exceptional user experiences. Work included projects for Toyota, Florida Virtual Schools, Hard Rock, Pearson, Walt Disney/Yellow Shoes, Rollins College, Mountain Dew, Pepsi and Audible.

- Used agile methodologies to manage the design side of a team of experienced designers and developers
- Created UI/UX wireframes and prototypes
- Worked on a variety of apps including ongoing rapid prototyping of in-classroom learning tools
- Pitched new business and coordinated responses to in-depth RFPs
- Managed and contributed to large online advertising production projects
- Assisted in development of HTML5, JavaScript/GSAP and ExpressionEngine projects



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## **Alarie Design Associates, Inc, Winter Garden, FL — Senior Art Director**

JAN 1997 - SEP 2014

Alarie Design Associates is a boutique creative agency working extensively in branding, advertising, out-of-home, retail environments, food service, signage systems, and website design. Clients included Sonny's, Amcot, Fresh Express, City of Winter Garden, Radiant Fuel and the West Orange Chamber of Commerce.

- Co-managed daily operations of a rapidly growing firm from a staff of two to ten+, including up to five designers/interns and three office staff under my supervision
- Supervised staff time sheets, managed team efficiency and maximized each designer's billable time
- Pitched new work, work proposals and negotiated bids
- Responsible for job listings and hiring of design staff
- Managed print buying and production
- Researched, budgeted and purchased software and equipment
- Hands-on coding of a variety of CMS driven websites including mapping, reporting and documentation systems, custom listings for billboard and real estate sales
- Photography for professional headshots and food
- Coordinated with architects, sign builders and 3D artists to build branded/themed environments
- Copy writing for print, websites, radio advertising scripts and press releases
- Social media management
- Adwords management

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## **Education**

SPECIALIZED ASSOCIATES DEGREE IN ILLUSTRATION

**Orlando International School** — 1996-1997

Orlando, FL

- Valedictorian

**Northern Virginia Community College** — 1995-1996

Woodbridge, VA

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## **Additional**

LEADERSHIP ORLANDO

**Orlando Chamber of Commerce** — 2017

Class 93