

## SCOTT CURTIS

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P A G E 1

[www.linkedin.com/in/thebrandnavigator](http://www.linkedin.com/in/thebrandnavigator)  
[www.facebook.com/thebrandnavigator](http://www.facebook.com/thebrandnavigator)  
[www.twitter.com/ibrandnavigator](http://www.twitter.com/ibrandnavigator)

## TEACHING EXPERIENCE

**Arizona State University / Herberger Institute for Design and the Arts / The Design School | Instructor**  
August 2015 – Present | Tempe, Arizona

### DUTIES AND RESPONSIBILITIES

- Provide instruction to students in techniques and principles associated with Visual Communications and Design. This includes exploration in methodologies of strategic communication, development of visual systems, and information design ideation processes.
- Educate students through applied projects in print, identity, web, interactive and digital media.
- Instruct students how to develop advanced skills and knowledge in visual language including various techniques and concepts such as semiotics, etc.
- Assist students in developing skills and knowledge in the methodologies of visual communication design through various projects and assignments.
- Provide mentorship and guidance in helping students advance a career in contemporary visual communications and design.

**Arizona State University / Herberger Institute for Design and the Arts / The Design School | Associate Faculty**  
August 2013 – December 2014 | Tempe, Arizona

### DUTIES AND RESPONSIBILITIES

- Co-instructor teaching Visual Communications courses III & IV to juniors in the Visual Communications program.
- Assist design students in exploration methodologies of strategic communication, development of visual systems, and information design ideation processes.
- Educate students in applied projects in print and digital media.
- Instruct students how to develop advanced skills and knowledge in visual language.
- Assist students in developing skills and knowledge in the methodologies of visual communication design through various projects and assignments.

## PROFESSIONAL EXPERIENCE

**The Brand Navigator | Principal / Senior Creative Director**  
May 2000 – Present | San Tan Valley, Arizona

### DUTIES AND RESPONSIBILITIES

- Work to continually develop robust client pool, nurture client relationships, develop long-term partnerships for the purpose of promoting and growing client enterprise through award winning visual communication and marketing programs.
- Provide brand consultancy services and act as brand ambassador for a variety of clients. This includes conducting market research, competitive review, brand auditing, metrics, client education and mentoring, etc.
- Ideate award-winning creative solutions from comprehensive brand programs to individual projects.
- Manage day-to-day operations of a growing marketing and design studio.
- Provide industry specific services such as writing comprehensive proposals, cost estimates, project planning, account / project management, project scheduling, coordination, delivery of creative presentations, project conceptualization and planning, team management, general management, etc.
- Oversee project quality to include, maintaining editorial standards, optimum quality in print and web production, press supervision, management of vendor relations, project postmortem and archiving. This includes managing and review of project budgets, maintaining strict timelines, and ultimately oversee company profitability.
- Manage diverse staff, partners, vendors and freelance labor.

**Northern Arizona University | Associate Director Creative Content**  
September 2016 - March 2017 / January 2014 - March 2014 | Flagstaff, Arizona

### DUTIES AND RESPONSIBILITIES

- Served as short-term, contract Creative Director tasked with managing a large and diverse staff of writers, designers, production designers, photographers, videographers and other support staff during new NAU brand integration.
- Responsible for interpreting and disseminating updated brand expression throughout university system. This included production of training materials, conducting training seminars and working with university communicators, vendors and support staff to ensure brand integration.
- Oversaw all creative development for the university while coaching and mentoring creative development staff.
- Worked to establish project management support structure and revised duties and responsibilities of team members to increase project efficiency and ultimate client satisfaction.

## DESIGN AWARDS

**PRINT** | Various Design Annuals

**COMMUNICATION ARTS** | Various Design Annuals

**HOW** | Various Design Annuals

**CASE** | Council for Advancement & Support of Education

**PRISMA** | Regional Arizona Based Design Awards

## WORK SAMPLES

[www.thebrandnavigator.com](http://www.thebrandnavigator.com)

[www.thebrandnavigator.com/portfolio/SC\\_Portfoliobook\\_0614\\_V3.pdf](http://www.thebrandnavigator.com/portfolio/SC_Portfoliobook_0614_V3.pdf)

[www.thebrandnavigator.com/portfolio/SC\\_PortfoliobookNew\\_1114.pdf](http://www.thebrandnavigator.com/portfolio/SC_PortfoliobookNew_1114.pdf)

[www.thebrandnavigator.com/portfolio/SC\\_PortfoliobookNewASU\\_0614\\_V3.pdf](http://www.thebrandnavigator.com/portfolio/SC_PortfoliobookNewASU_0614_V3.pdf)

[www.thebrandnavigator.com/indexold.html](http://www.thebrandnavigator.com/indexold.html)

**Arizona State University / ASU Foundation | Senior Creative Director**

November 2009 – July 2013 | Tempe, Arizona

**DUTIES AND RESPONSIBILITIES**

- Manage creative development and ideation for a broad range of endeavors including marketing, advertising, print, web, interactive, video and project management.
- Management of a large and diverse team of designers, writers, web designers, developers, videographers, photographers and client service managers in fulfilling university initiatives.
- Ideate large marketing and brand related campaigns and university initiatives, set clear goals, manage budgets and create an environment for teamwork to deliver on priorities, goals and objectives.
- Establish the New American University brand for ASU; write and establish university wide brand standards, educate and distill brand throughout university, conduct training seminars, act as brand steward overseeing brand consistency across various campuses and satellite locations.
- Establish industry standard policies, procedures and practices for maintaining and managing an evolving in-house design and marketing studio servicing a broad spectrum of client types, initiatives, and mediums.
- Worked to develop and maintain business partnerships with internal and external clients, community leaders, vendors, partners and other participants to the success of Foundation objectives.
- Conceptualize, develop, coordinate and communicate market based ideas, programs and goals with a broad range of stakeholders and participants from extremely diverse backgrounds including University, Foundation staff, vendors, participants, local dignitaries, etc.

**Esser Design | Senior Designer**

June 1998 - May 2000 | Phoenix, Arizona

**DUTIES AND RESPONSIBILITIES**

- Manage, direct and design a large and broad diversity of projects including; brand development, print, web, interactive, packaging, advertising and other mediums.
- Serve as client consultant, deliver creative presentations, provide art and creative direction, print production, and press supervision, ensure client satisfaction, assist principals with business development, managing project budgets and ensure studio profitability.
- Manage vendor, partner and participant relationships.
- Work to ensure studio innovation, maintaining technical standards, and stay current with industry standards in all related forms of technology.

**Landor Associates | Senior Designer**

May 1995 - June 1998 | Seattle, Washington / San Francisco, California

**DUTIES AND RESPONSIBILITIES**

- Serve as client consult, deliver creative presentations, provide art and creative direction, print production, and press supervision, ensure client satisfaction, assist principals with business development, managing project budgets and ensure studio profitability.
- Manage and direct brand identity, corporate identity, and interactive design client initiatives through totality of project life cycle from ideation to final production.
- Serve as studio mentor overseeing intern program including recruitment, selection and participant management.

**EDUCATION**

**Bachelors of Fine Arts**

Visual Communications | 1995  
**Arizona State University**  
Tempe, Arizona

**Associates Degree**

General Education | 1990  
**Arizona Western College**  
Yuma, Arizona

**REFERENCES**

available upon request

Scott Curtis  
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**CORE COMPETENCIES**

- Proven Leadership
- Comprehensive Brand Development
- Integrated Brand Systems
- Brand Stewardship
- Brand Management
- Identity Development
- Business Systems Design
- Packaging Design
- Product Identity Design
- Annual Reports
- Catalog Design
- Brochure Design
- Advertising Design
- Direct Mail
- Digital Production
- Social Media Marketing
- Search Engine Optimization
- Interactive Marketing
- Web Site Design & Production
- WordPress Production
- Integrated Site Development
- Digital Photo Illustration
- Digital Retouching
- Video Art Direction
- Production Supervision
- Adobe Creative Cloud
- Apple Mac OS
- Microsoft Windows OS
- Exceptional Public Speaker
- More than 27 years of Professional Experience