

ETHAN SCOTT

Creative Director | Art Direction, Design, Storytelling

<http://ethanscott.design>

EXPERIENCE

Associate Creative Director

04/2022 - Present | Omnicom Production, Detroit

- Direct video/photo shoots from pre- through post-production
- Drive compelling brand storytelling across digital, social, and print
- Plan, assign, direct, review and execute design and art direction
- Run creative brainstorming and client-working sessions
- Apply critical and conceptual thinking to brand and marketing strategies to uncover creative solutions
- Present to client stakeholders, building relationships and mutual trust; effectively sell new ideas and increase ad spend
- Lead and mentor a multidisciplinary team of designers, art directors and copywriters, providing regular support and feedback
- Identify and collaborate with agency partners and vendors
- Improve creative processes and keep work on schedule and budget

Kenvue Aveeno Neutrogena OGX Rogaine Motrin TYLENOL

Senior Art Director

03/2021 - 04/2022 | Designory, Chicago

- Concept, storyboard, plan, and execute creative and art direction for photoshoots and film productions
- Collaborate with strategy, account, production, and project management teams to maintain project consistency
- Work efficiently across multiple clients with varying scopes for a diverse set of audiences including both B2B and B2C
- Guide and inspire junior team members in learning sessions

hp TikTok for Business STANFORD BUSINESS

Art Director

10/2016 - 03/2021 | Designory, Chicago

- Ideate and implement innovative design solutions across a variety of mediums from web and animation to experiential and print
- Embrace design systems thinking beyond the web to drive efficiency
- Advocate for bold creative while adhering to brand standards
- Promoted from Jr. AD to AD in December 2018

intel. MetLife Disney REWARDS

Designer

08/2016 - 10/2016 | Agency 720, Detroit

Develop digital assets including advertisements and sweepstakes aimed at driving engagement for regional dealership groups

CHEVROLET

Junior Designer

01/2016 - 06/2016 | Global Team Blue, Detroit

Concept and collaborate in a fast-paced environment

Ford LINCOLN DROUGHT DETROIT BIKES

SUMMARY

I am a Creative Director with 10 years of experience in advertising art direction; a persuasive visual storyteller, strategic and creative problem-solver, and hands-on creative leader with a passion for finding innovative solutions that communicate authentic product stories. I have diverse industry experience and am comfortable in every stage of a project from concept origination to execution and delivery.

EDUCATION

Oakland University

09/2010 - 04/2015 | Rochester, MI

BA, Graphic Design & Communication

SKILLS & TRAITS

Technical Knowhow

Adobe Creative Suite | Figma | PowerPoint
Google Workspace | Typography | Layout
Gen AI & LLMs | Branding | Copywriting
Campaign Development | Visual Design
Creative Production | UX/UI | Pitching

Interpersonal Expertise

- Cross-functional collaborator
- Strategic and critical thinker
- Effective communicator
- Excellent presentation skills
- Detail-oriented multitasker
- Curious by nature and eager to learn
- Puzzle-obsessed problem-solver
- Responsible and organized creative
- Empathetic and transparent leader

LET'S CONNECT

hello@ethanscott.design

linkedin.com/in/ethanscott

(810) 569-8242

Detroit, MI