

A FEW THINGS ABOUT ME

I lead visual design and engagement initiatives to build strong brands. My overlapping areas of expertise include strategy & art direction, interactive design, user-experience design, and front-end development. I'm well-versed in the challenges and opportunities for engagement online, industry best practices, and emerging technologies and applications.

Select accounts include: **Condé Nast Interactive (Glamour, Allure, Brides), Rodale (Men's Health, Women's Health), Mass General Hospital, CVS, J Jill, Saks 5th Ave, Rue La La, Reckitt Benckiser (Clearasil, Resolve)**. My design of **Men's Health Celebrity Fitness** won two web design awards*.

Experience as agency art director, independent contractor, and business owner allows me to provide hi-caliber creative services to clients in a range of sectors. I earned an **MA in Design from Central Saint Martins**, London UK — one of the world's leading design institutions. While in London, I researched emotional branding & psychology in advertising, produced a 3-floor exhibition at the OXO Tower on the Thames., and worked for two magazines including **Wallpaper***.

I'm passionate about decision making on & offline, as well as new technologies and applications. As a proficient front-end and WordPress developer — I'm familiar with CMS architecture and functionality, as well as HTML5, CSS3, jQuery, and responsive design for mobile media.

* The Davey Awards, Gold Award for Website Design | 2010

* American Graphic Design Awards, GD USA Certificate of Excellence for Website Design | 2010

Portfolio: www.scarlettcoley.com

Dribbble: www.dribbble.com/scarlettcoley

LinkedIn: www.linkedin.com/in/scarlettcoley

IRIS WORLDWIDE | Senior Interactive Art Director

New York, NY | November 2011 – Present

Staff interactive art director at global 360 agency. Accounts include: **Clearasil** and **Resolve** brands for Reckitt Benckiser, **Saks 5th Ave**, and new business.

CONDÉ NAST INTERACTIVE | Interactive Art Director

New York, NY | July 2011 – November 2011

Full-time contract interactive art director serving all brands within the Interactive Group. UX and interactive design work on platform redesigns and new initiatives for **Glamour**, **Brides**, **Allure**. Worked with creative directors to produce sophisticated and technologically relevant products.

BRUNELLO CREATIVE | Interactive Art Director

Boston, MA | August 2009 – May 2011

Staff art director providing strategy, direction, interactive design, IA/UX, front-end development in a range of sectors. Clients include: Rodale and Condé Nast websites such as **Men's Health**, **Women's Health**, **Prevention** and **Self**.

ONGOING FREELANCE | Interactive Art Director

Various Cities | August 2005 – Present

Select clients include: **Rue La La**, **J.Jill**, **Mass General Hospital**, **Fenton**, **ASPCA**, **CVS**, **EchoNest**, **Scarlet Magazine UK**, **(add)ventures**, **Cambridge BioMarketing**, **Creative Slice**. Creative for agencies and in-house departments, as well as private clients. Specializing in art direction & strategy, web design, front-end development, WordPress theming, branding.

DODIER & COMPANY | Integrated Senior Designer

Tucson, AZ | March 2006 – July 2008

Staff senior print & web designer at advertising/marketing agency. Campaigns for shopping center and real estate clients nationwide. Responsible for design of campaign collateral and the digital department with web and email marketing, design, front-end development.

WALLPAPER* MAGAZINE | Designer, Illustrator

London, UK | April 2005 – June 2005

Grad student contractor for art department run by celebrated creative director Tony Chambers. Credited in issues 77–79.

EDUCATION

MA Interdisciplinary Design

Central Saint Martins, University of the Arts | London, UK

BFA Visual Communication

College of Art, University of Arizona | Tucson, AZ

EXPERTISE

Mastery of web and print design techniques. Ability to conceptualize, think strategically, and develop strong brands across channels. Experience building teams & successful client relationships. Passionate about usability both on and offline, with emphasis on the psychology of decision making.

Thorough understanding of interactive communications and delivery systems, UI design, and industry best practices. Delivering: strategy, art direction, interactive & UI design, IA/UX, front-end development. Photoshop, Illustrator, InDesign, (X)HTML - HTML5, CSS3, WordPress.

AWARDS & EXHIBITIONS

The Davey Awards, Gold Award for Website Design | 2010

American Graphic Design Awards/GD USA, Certificate of Excellence for Website Design | 2010

Autopoiesis, Splinter Brothers | Tucson, AZ | 2007, 2008

Inside Out: Discussions in Applied Imagination, OXO Tower | London, UK | 2006

Emerging Artists in New Media & Design, ZV-Chang Studio | Tucson, AZ | 2004

BFA Graduate Exhibition, Union Gallery | Tucson, AZ | 2004

Annual Juried Viscom Exhibition, Joseph Gross Gallery | Tucson, AZ | 2002, 2003
Best of Show, 3 gold awards, 1 silver award.

REFERENCES

Available by request, or: www.linkedin.com/in/scarlettcoley