

Scott N. Harris

Contact

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OWNER / FOUNDER / ART DIRECTOR / CREATIVE

SUMMARY

20+ years of solid experience in brand development, art direction and strategic storytelling—creating innovative digital experiences and print designs for clients in a broad range of industries (B2C, B2B and non profits).

Outstanding interpersonal skills, strategic brand vision, business acumen and diplomacy combined with a passion for design—ensuring strategic alignment with successful outcomes. Forging brand success as a proven visionary and team mentor, working cross-functionally with various stakeholders and partnerships netting positive results.

EXPERIENCE

Areas of Emphasis:

Brand Creation & Reinvention | Visual Communications | Messaging & Branding Consistency

Copy writing & Storyboarding | Print/Web/UX Interactive Design | Cutting-edge Graphic Design

Creative Team Management | Cross-Channel Marketing | Full Life Cycle Project Management

Harris Design
Group Inc.
Woodbridge, VA
1/1/21 - Present

Owner/Founder/Creative Director

Leverage strategic vision, business acumen, and creative talent to deliver high-impact campaigns and brands.

Building solid brand foundations and smart identity systems for a variety of clients. Creating memorable brand moments through omni-channel campaigns, packaging design, digital experiences, and cutting-edge design. Delivering products and experiences that help clients solve problems and seize opportunities.

SHRM
Alexandria, VA
2006 - 12/1/20

Brand Manager (*Society for Human Resource Management*)

Ensured compliance of organizational SLA brand standards on all marketing and communication touch-points. Developed and delivered multiple successful ROI brand platforms and organization partnerships. Solid success directing and implementing a broad range of revenue-generating design projects, from conception to launch. Readily translated business requirements into effective multi-platform conference and advertising campaigns. Established partner cross-functional RACI's to build consensus ensuring projects meet all milestones, deadlines, and budget requirements. Intuitively adapted to new technologies and innovative processes while ensuring compliance with organizations standards.

Selected Achievements:

- Collaborating with key team members, lead the creative vision and successfully launched a new revenue-generating People Manager Qualification (SHRM PMQ) app, which generate \$1.1M with in a 7 month time frame.
- Significantly expanded SHRM's public presence working with communication stakeholders, created a high-level brand "Workplace Convo & Coffees" campaign, leveraging new focus and market awareness beyond traditional HR interactions, effecting a 300% KPI increase in key new market channels.
- Developed the foundational design for SHRM's Certification brand(s) covering several learning product lines generating \$25 million annually.

NASSP
Reston, VA
2003 - 2006

Senior Graphic Designer (*National Association of Secondary School Principles*)

Managed and art directed a small staff on the Principal Leadership magazine (monthly publication). Redesigned covers and features, creating an updated presence for the magazine. Implemented best pre-press process the for publication standards. Designed and coordinated self-mailer campaigns, media kits and conference graphic support.

Arnold
WorldWide
Mclean, VA
2001 - 2003

Art Director

Led teams in the development, design and production of sales-driven, brand-extending and cross-channel campaigns including print ads, television ads, product launches, brochures, billboards, product packaging and more.

Selected Achievements:

- Principle Art Director for Choice Hotels International brand delivering successful campaigns to various markets. Art directed numerous campaign brands including: Cort Furniture, HealthNow, STHL, McDonalds, and *The Washington Post*.

FCB Global
New York, NY
2000 - 2001

Art Director

Assessed market position and trends, executed advertising strategy's, and present to senior management. Created design theme and graphics focused on B2B and B2C for online and print marketing campaigns. Forged and sustain high-performance SLA's for production and design teams.

Selected Achievements:

- Credited with delivering robust, focused design campaigns promoting and expanding Avis and Verizon's north east account.
- Commended for proactively facilitating brand-building events for Compaq, Merk MedCo., Time Warner and CitiGroup.

Arnold
WorldWide
Mclean, VA
1998 - 2000

Graphic Designer

Collaborated with art directors to develop artwork for marketing initiatives. Conceived original designs and marketing concepts used in brochures, pamphlets, fliers, and billboards. Contributed to customer-facing publicity campaigns, assisting Art Director and Production Manager with photo shoots / projects, press proofing, and 2-D graphic design.

Selected Achievements:

- Championed designs and support for: McDonalds, Washington's Children's Hospital, Exxon/Mobil, Citizens Bank, Dominion Bank, Lockheed Martin, Manugistics, USi, SallieMae and PNC Bank.

Contract/
Freelance
D.C. Metro Area
1996 - Present

Art Director, Brand consultant

Delivered high-impact designs, launching and growing brands for companies, amassing a list of direct clients of well know brands, and contracted for ad agencies, PR firms, and non-profits of all sizes. Portfolio available here: harris-d.com



DESIGN & SOFTWARE SKILLS

Software Skills

PHOTOSHOP	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●
INDESIGN	● ● ● ● ●
ANIMATE	● ● ● ● ●
PREMIERE	● ● ● ● ●
AFTER EFFECTS	● ● ● ● ●
XD	● ● ● ● ●
SKETCH	● ● ● ● ●
INSTAPAGE	● ● ● ● ●
WORDPRESS	● ● ● ● ●
FIGMA	● ● ● ● ●
BANNERSNACK	● ● ● ● ●

Collaborative Software Skills

ZOOM	● ● ● ● ●
WEBEX	● ● ● ● ●
SLACK	● ● ● ● ●
TRELLO	● ● ● ● ●
JIRA	● ● ● ● ●
INVISION APP	● ● ● ● ●
SHAREPOINT	● ● ● ● ●
MIRO	● ● ● ● ●
ONE DRIVE 360	● ● ● ● ●



AWARDS

Recent

Platinum Award Marcom Awards 2018
SHRM Certification Trade show Brochure

Gold Award Marcom Awards 2017
2017 Annual Conference Campaign—
Different by Design-Leading the Evolving
Organization

GDUSA In-house Design Awards 2016
2016 HR People + Strategy Annual
Conference Brochure

GDUSA In-house Design Awards 2015
2015 HR People + Strategy Annual
Conference Direct Mail



EDUCATION

General Assembly / WASH D.C. Office

Visual Design, User Design Experience (UX),
Journey Mapping, Design Thinking, UX Design

AIGA Workshops / WASH D.C. Location

Master the Designer-client Relationship, Principles of
Web Design, Color Theory, Infographic Research Design

HOWDesign University / Online

Creative Strategy & the Business of Design, Infographic
Design Techniques

University of Maryland

College Park, MD

Criminology

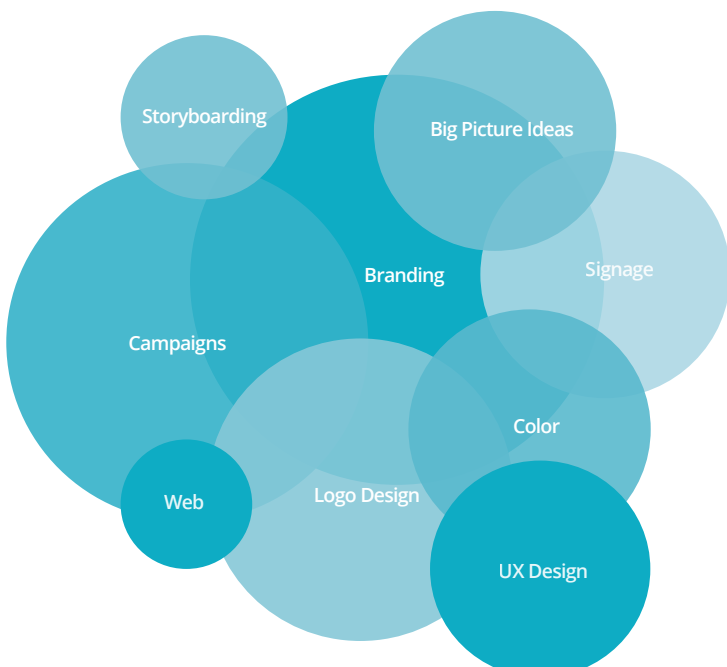
Montgomery Community College

Rockville, MD



COMPETENCES & FOCUS

Areas of Expertise



A multi-skilled professional with a superb track record of managing complex campaigns and branding projects in various environments. Able to manage stakeholder(s) expectations and willing to take on challenging creative endeavours. I am an easy going individual who enjoys challenging and diverse work—always confident there is a successful solution.

I'm energized to join a company that rewards efforts and initiative, truly cares about its employees and also providing plenty of progression and development opportunities.

THANK YOU FOR YOUR CONSIDERATION