Art Direction Experience

- Design direction/branding based on a thorough understanding of the client, their product or service, and the competition, in relation to the marketing direction. Layout and design of coordinating communications which include catalogs, print collateral, print and television advertising, web, outdoor, packaging, p.o.p. and direct mail.

- Art direction includes concept development, design, layout, typography, paper, scheduling, budget considerations, film and printing.

- Client base have included business to business, consumer/retail, and non-profit organizations.

Management Experience

- Development and adherence to budgets.

- Campaign concept coordination with agency staff, department managers, outside vendors and clients.

- Hiring and coordination of outside vendors, such as artists, illustrators and photographers, and other industry related resources.

- Coordinate art department activities, work schedules, and overseeing the design/layout of art directors utilizing the computers, from layout and prepress to final printing.

- Encourage art department employees to be aware of current trends and industry tools.

- Manage and operate a medium format digital photography studio.

- Color management of icc.profiles for all phases of pre-press operations.

Computer Experience

- All, Adobe programs: InDesign, Photo Shop, Illustrator, Keynote, Pages, Acrobat Professional, Dreamweaver, Flash, Microsoft Office Programs and Strada 3D Studio Pro.
  If you can dream it... I can do it.

Employment

- **Owner of Scheerhorn Creative Services, 06 - Present**
  As a Freelance Art Director, Graphic Designer, Illustrator, Photographer and Marketing Consultant. My hope is that I can help you with your current or future success. If my experience and qualifications fit your business plan perfectly. I would like to express my interest in and enthusiasm for the possibilities.
  As an accomplished Art Director, I have helped companies through successful advertising campaigns achieved significant revenue growth, international market penetration and successful product launches including complete identity programs for leading global corporations during my career. I would like the opportunity to use my talents to help bring success to you and your clients.

- Senior Art Director/Lead Designer, 2/98 to 8/06 Family Christian Stores, Corporate Office, Grand Rapids, MI.

- Responsibilities include all aspects of catalog production, in-store signage, direct mail, magazine advertisements, special events promotion. From concept to completion, digital pre-press management and in-house digital photography studio.

- Senior Art Director/Department Manager 2/89 to 2/98, Woller, Cook and Misamore Advertising and Interactive Software Company Grand Rapids, MI

- Clients include ABB worldwide (Asea Brown Boveri), ABB Flake, ODL Incorporated, Hitachi Metals America, Ltd. Magnetic Materials Division, Dow Chemical, Dow Corning, Passetter Bank, Rapistan, Steelcase, Turnstone, Guardsman Products, Oliver Machinery, Cascade Die Casting, Owens Corning- Siding, Roofing and Insulation Divisions, Sargent and Greenleaf Lock Company, Grumman Trucks.

- Art Director/Illustrator/Keyliner, Photo Retoucher. 6/75 to 1/89 Jaqua Advertising, Grand Rapids, MI

- Clients include: Engine Pro, McGill Corporation, Johnson Corporation, Old Kent Bank, ODL Incorporated, Sealed Power Corporation, Stiles Machinery, Muskegon Piston Rings, Sorenson Automotive, Thilmany Pulp and Paper Company, Thermo-Electron Corporation, Vartsila-Appleton Corporation, Shurfine Foods, Asgrow Seed Co., Clean Crop Chemical Company and Zimmer USA.

269.795.2572

S COTT SCHEERHORN creative services
www.scheerhorncreative.com
visually connecting people

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$\mathscr{T}$hank you for this oppotunity

List of references available by request from print vendors, photographers, associates and colleagues.

For more information or portfolio review please call 269.795.2572
cell phone 1.616.745.2379
Visit our website
www.scheerhorncreative.com
or email scott@scheerhorncreative.com

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