



Scott Ridings

art director/graphic designer/illustrator

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EDUCATION

BFA COMMUNICATION ARTS AND DESIGN
VIRGINIA COMMONWEALTH UNIVERSITY
RICHMOND, VA
1991

GRAPHIC DESIGN STUDIES
NORTHERN VIRGINIA COMMUNITY COLLEGE
ANNANDALE, VA
1986

CODING FOR DESIGNERS
AQUENT GYMNASIUM
ONLINE CERTIFICATE COURSE
2016

USER EXPERIENCE DESIGN
GENERAL ASSEMBLY DC
2019

EXPERIENCE

RIDINGS DESIGN, BRAMBLETON VA/DALLAS TX

OWNER/CREATIVE DIRECTOR

JUNE 1991 – PRESENT

- Supported proposal teams to concept and create information graphics for proposals and presentations to win contacts.
- Work with stakeholders, develop original design concepts, brands, and strategic direction for the print, web, mobile and social media needs, and editing and copywriting of major corporate clients.
- Used Adobe Creative Suite and Sketch to design packaging, logos, information graphics, tradeshow, and web products.
- Created presentations in Adobe Illustrator, Photoshop, PowerPoint, and Keynote for B2B and B2C Sales Channels.
- Provided project management, design/production budgets, and schedules for each project to make sure all projects came in on time and at budget utilizing project management software like ASANA and Trello
- Use UX tools InVision and Sketch to design mobile apps and landing pages based on UX Research for events.
- Utilized agile practices or similar iteration segmented workflows to complete assign tasks to teams or team members.
- Recent Contract Clients: The 20 MSP, ITP Strategic, Harper House, Ernst & Young, ProPac, CardsDirect, Titus-HVAC, AQUENT, Catholic University, AJ Bart, and Johnson Controls. Non-Contract Clients: Koils by Nature.

Awards - 2006 Best of Show Standard Booth – Global Sources Electronics & Components Show.

BARBER ENTERPRISES, CHANTILLY, VIRGINIA

SENIOR GRAPHIC DESIGNER

MARCH 2020 – MARCH 2021

- Develop and design all phases Barbers' branding from concept through completion.
- Overseeing company-wide internal communications and external campaigns including brochures, marketing collateral, presentations, logos, newsletters, flyers, reports, invitations, event materials, and digital design.
- Managing the visual designs of advertising and marketing campaigns using InDesign, Illustrator, and Photoshop.
- Collaborating with stakeholders to Copywrite, proof, edit, and execute designs.
- Creating eye-catching layouts using typography, imagery, color, and layout.
- Conceptualization and completion of new digital and print designs using Adobe Suite.
- Updated information on Monday (the web-based project management software) and ensuring all information and deadlines were met or exceeded.
- Utilizing visual and digital tools such as photographs, animation, and images to tell Barber's story.

SPARXIQ (FORMERLY SPA AND SPASIGMA), CLEVELAND, OHIO

SENIOR GRAPHIC DESIGNER

JULY 2019 – FEBRUARY 2020

- Designing and driving SPA's brand and overseeing company-wide campaigns.
- Managing the visual designs of advertising, marketing campaigns, presentations, and proposals.
- Collaborating with other agile team members or departments to execute designs.
- Creating eye-catching layouts for effective branding.
- Maintaining print and vendor relationships and negotiating outside work.
- Conceptualization of new designs to optimize branding and communication in print and web established on UX Research.

- Utilizing visual and digital tools such as photographs, animation, and images.
- Creating templates, drafts, and design specs for SPAs design work.
- Updated client information and utilized project management skills in Salesforce Lightning to ensure all data and files were archived correctly.
- Designing digital assets for e-mail (Pardot), social media (LinkedIn, Twitter, Facebook) and web Designing and driving SPA's brand and overseeing company-wide campaigns.
- Managing the visual designs of advertising, marketing campaigns, presentations, and proposals.
- Collaborating with other agile team members or departments to execute designs.
- Creating eye-catching layouts for effective branding.
- Maintaining print and vendor relationships and negotiating outside work.
- Conceptualization of new designs to optimize branding and communication in print and web established on UX Research.
- Utilizing visual and digital tools such as photographs, animation, and images.
- Creating templates, drafts, and design specs for SPAs design work.
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MEMBERSHIP MARKETING PARTNERS, FAIRFAX VA

ART DIRECTOR

AUGUST 2010 – JANUARY 2014

- Created designs for direct mail, posters, brochures, banners, exhibits, graphics and promotional items tracked and managed through project management software.
- Used HTML and CSS to design content for Web site landing pages, e-mail, and eNewsletters.
- Directed studio photoshoots of premiums for use in advertising campaigns.

NAVY FEDERAL CREDIT UNION, VIENNA VA

ART DIRECTOR

MARCH 1998 – JUNE 2009

- Developed original design concepts for advertising campaigns, multi-media outlets, exhibits, and other projects that promoted Navy Federal to its members, the Department of Defense, and the public.
- Utilized project management skills to make sure deadlines and milestones were met.
- Developed design guidelines for the Navy Federal brand and all related visual products.
- Developed graphics for web use, presentations, and in-branch multi-media system.
- Concepted and designed credit, debit, and gift cards for Credit Card Program.
- I worked with the marketing department and top management to create design concepts for internal clients.
- Managed design team and provided art direction/project management, production design techniques, and mentoring to design staff.
- Wrote technical papers on design project origination and created, saved, and sent jobs out to print.
- Researched and reported the latest methods, software, hardware, and design trends to staff.
- Monitored at least four press inspections a year to ensure the accuracy of large critical projects.
- Developed a clear color management workflow to ensure color accuracy.

AWARDS/ACHIEVEMENTS

- 2008 Superior Achievement Award for Valuable Contribution in Branch Expansion Project, 34 branches in 8 states.
- 2007 Communicator Awards – Distinction - Day to Day Annual Report.
- Communicator Awards – Distinction - 2007 Pocket Calendar.
- 2007 Superior Achievement Award for Valuable Contribution to the Success of the goRewards Project.

AFFORDABLE PRINTING & GRAPHICS INC, FAIRFAX VA

SENIOR GRAPHIC DESIGNER/ILLUSTRATOR

SEPTEMBER 1994 – NOVEMBER 1997

KELLY SERVICES/MOBIL OIL CORPORATION, FAIRFAX, VA

SENIOR GRAPHIC DESIGNER/ILLUSTRATOR

JUNE 1992 – SEPTEMBER 1993

TECHNICAL SKILLS

InDesign CS 5.5, 6, CC, Photoshop CS 5.5, 6, CC, Illustrator CS 5.5, 6, CC, Dreamweaver 5.5, CC, Bridge 5.5, 6, CC, Lightroom, After Effects, Sketch, Microsoft Office Cloud (Word, PowerPoint, Excel, and Project), HTML 5 & CSS 3, Chrome Development Tools, Twitter Bootstrap, WordPress, Flash CS 5.5, Fireworks CS 5.5, 6, CC, UX Design, Visual Design, Sketch, InVision, Adobe XD, Some Premiere, QuarkXPress 8, 9, 10, Daylite, Salesforce/Pardot, Creative Pro, Digital Photography, UX Design Research