



Scott Ridings

art director/graphic designer/illustrator

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PROFESSIONAL SUMMARY

Creative Director and Senior Graphic Designer with 20+ years of experience leading visual strategy, branding, and design execution for Fortune 500 companies, universities, agencies, and nonprofits. Expert in transforming complex concepts into compelling visuals across print, digital, and experiential platforms. Proven leader in managing teams, directing creative projects, and driving brand consistency while delivering measurable results.

CORE SKILLS

Creative Direction & Branding: Visual storytelling, brand identity, campaign development

Design & Production: Adobe Creative Suite, UX/UI design, typography, illustration, packaging, presentation design

Digital & Interactive: Web design (HTML/CSS, WordPress, Bootstrap), UX tools (Sketch, InVision, Adobe XD), digital campaigns, analytics

Project Leadership: Agile workflows, team management, client relations, proposals, budgets, and timelines

Technical Expertise: InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, Microsoft Office, Salesforce/Pardot, QuarkXPress

PROFESSIONAL EXPERIENCE

University of Texas – Austin, TX –

Senior Graphic Designer, Office of the Vice President for Research (2022 – Present)

- Partner with principal investigators to design grant proposal graphics, organizational charts, and complex workflows that clarify research goals and secure funding.
- Provide expert visual communication guidance to research teams, ensuring accessibility and impact.
- Develop templates, digital collateral, and reports in alignment with university brand guidelines.
- Collaborate with grants specialists, research officers, and leadership to support strategic objectives.

Ridings Design – Austin, TX – Owner / Creative Director (1991 – Present)

- Lead creative direction and brand strategy for corporate, nonprofit, and agency clients across print, web, mobile, and social media platforms.
- Directed information graphics, packaging, trade show exhibits, and presentation design for B2B and B2C clients.
- Managed budgets, production schedules, and cross-functional teams to ensure on-time, on-budget delivery.
- Designed mobile apps and landing pages informed by UX research, leveraging tools including Sketch and InVision.
- Clients include: Ernst & Young, Johnson Controls, Titus-HVAC, Aquent, The 20 MSP, and Catholic University.

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

BARBER ENTERPRISES – CHANTILLY, VA – SENIOR GRAPHIC DESIGNER, MARKETING & MEDIA (2020 – 2021)

- Directed company-wide branding, marketing campaigns, and communications from concept to execution.
- Produced brochures, reports, presentations, digital assets, and event materials to support marketing and sales.
- Implemented streamlined project workflows with Monday.com to exceed deadlines and improve collaboration.

SPARXIQ (FORMERLY SPA/SPASIGMA) – CLEVELAND, OH – SENIOR GRAPHIC DESIGNER, MARKETING (2019 – 2020)

- Drove rebranding efforts and oversaw multi-channel campaigns across digital, print, and social media.
- Produced digital assets for Pardot, LinkedIn, Twitter, and Facebook to boost engagement and brand visibility.
- Created UX-driven layouts and templates to optimize internal communications and client-facing materials.

Membership Marketing Partners – Fairfax, VA – Art Director (2010 – 2014)

- Designed and managed direct mail, digital campaigns, and event collateral to support membership growth.
- Oversaw studio photoshoots and ensured consistency across marketing materials.

Navy Federal Credit Union – Vienna, VA – Art Director, Marketing (1998 – 2009)

- Directed design concepts for national advertising campaigns, credit card design, and brand guidelines.
- Managed and mentored design team; oversaw production, press inspections, and color management workflows.
- Recognized with multiple awards, including Superior Achievement Award for branch expansion campaign.

Affordable Printing & Graphics, Inc. – Fairfax, VA – Senior Graphic Designer/Illustrator (1994 – 1997)

Mobil Oil (Kelly Services Contract) – Fairfax, VA – Graphic Designer (1992 – 1993)

EDUCATION & CERTIFICATIONS

BBFA, Communication Arts & Design – Virginia Commonwealth University

UX Design Certificate – General Assembly DC (2019)

Adobe Premiere Pro Certificate – Lumenbrite Austin (2021)

Coding for Designers – Aquent Gymnasium (2016)

Graphic Design Studies – Northern Virginia Community College

AWARDS

Superior Achievement Award, Navy Federal Credit Union (2008, 2007)

Communicator Awards – Distinction (Annual Report, Calendar)

Best of Show – Global Sources Electronics & Components Show (2006)