



Scott Ridings

ART DIRECTOR/GRAPHIC DESIGNER/ILLUSTRATOR

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AUSTIN, TX 78703

H 703.407.1942

SRIDINGS@MAC.COM

WWW.RIDINGSDESIGN.COM

WWW.LINKEDIN.COM/IN/SRIDINGS/

Ridings Design Portfolio

Identity and Branding



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ACI Solutions

Redesign and Branding Project.
Designed: Logo and Collateral
Materials



Koils by Nature

Redesign and Branding Project.
Designed: Logo and Collateral
Materials as well as Packaging,
Labels, Advertisements and
consulting on other ventures.



LUZ

Design and Branding Project.
Designed: Logo and Collateral
Materials as well as consulted on tone.



Superior Rex Rebrand

Design and Branding Project.
Designed: Logo and Collateral
Materials as well as web and user
experience

Identity and Branding



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— Gayleforce Publishing

Design and Branding Project.
Designed: Logo and Collateral
Materials including posters and flyers
for an event.



MERCEDES-BENZ | BMW | VW | AUDI

23765 PEBBLE RUN PLACE, STE 150
STERLING, VA 20166
703-661-5106
gadiagnostics.com

— German Auto Diagnostics

Design and Branding Project.
Designed: Logo and Collateral
Materials as well as Web consulting
and positioning and interior paint
scheme and lounge area



— Fusica Architects & Brewworks

Design and Branding Project.
Designed: Logo and Collateral
Materials



— Futuro Painting and Renovations

Design and Branding Project.
Designed: Logo and Collateral
Materials as well as Van and Truck
wrap and give aways.



CELEBRATING 70 YEARS OF INNOVATION

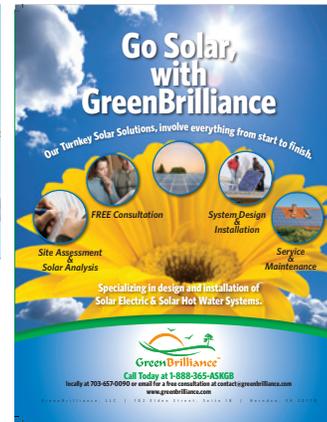
— Titus HVAC 70th Anniversary

Design Project.
Designed: Logo for use in email and
presentation purposes.

Print Communications



— **Theological College**
Designed: Collateral Materials including Postcards and Brochures and Flyers for an events.



— **GreenBrilliance**
Designed: Collateral Materials as well as Trade Show Booth.



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Print Communications

Covers what insurance doesn't.

BRIDGE THE GAP

Guaranteed Asset Protection for just \$199! Cover the difference when it's a total loss.

ASK FOR DETAILS!

NAVY FEDERAL Credit Union

Proud service in "every clime and place."

NAVY FEDERAL Credit Union United States Marines 230 Years November 10, 1775 - 2005

Earnings you can count on.

Share, IRA & ESA Certificate Specials

- 5.02% APY* 3-year variable, \$500 minimum Rates adjust and additions accepted on the 1st and 21st anniversary dates
- 5.50% APY 7-year, \$20,000 minimum
- 5.25% APY 7-year, \$1,000 minimum

NAVY FEDERAL Credit Union Open yours today!

Let us help you attain your financial goals.

NAVY FEDERAL Credit Union Our free Personal Finance Management Counseling can help! Ask for details.

Exercise your IRA Certificate options

- Open a 5.25% APY 7-year IRA, \$3,000 minimum
- Open a 3.60% APY 18-month IRA, \$3,000 minimum
- Add on to an existing IRA certificate, \$500 minimum deposit

NAVY FEDERAL Credit Union Now through April 30 Ask for details!

— Navy Federal
Designed: Collateral & Campaign Materials including Postcards, Brochures, Posters and Flyers for in branch and external events and campaigns.



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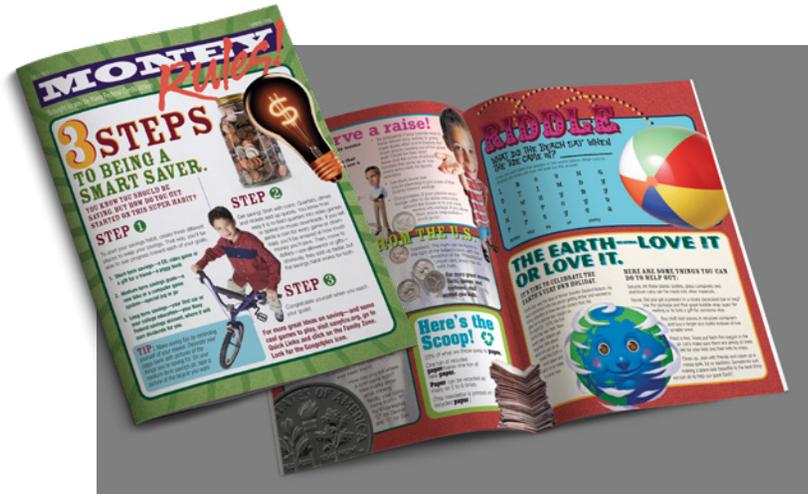
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Print Communications



Navy Federal

Designed: Collateral & Campaign Materials including Postcards, Brochures, Posters and Flyers for in branch and external events and campaigns.



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Titus/Superior Rex

Designed: Collateral Materials including Brochures and Flyers for Sales Reps. Print and Download.

Print Communications



Barber DME Supply Group
Designed: Collateral & Campaign
Materials including Postcards,
Brochures, Posters and Newsletters for
both in-house and external campaigns.

SPARXiQ WHITE PAPER SERIES
www.sparxiq.com

The Whale Curve: An Enterprise Tool for Sales Products and Profit Optimization

Executive Summary
In this era of big data, managers are leveraging more sophisticated technical tools in order to facilitate strategic decision-making. While most organizations use some form of enterprise financial management, cost accounting has become increasingly important when used as a tool to track organizational activities. Although modern cost accounting arose during the industrial revolution, today's time-pressed executives require a snapshot-type of reporting with which to compare operational practices, pricing, sales, products and other processes based on cost efficiency and capability—both in aggregate and in detail. Cost accounting's primary functions are to facilitate strategic decision making, plan for economic downturns, cost control, and future-proofing the business.

In the practice of cost accounting, profitability analysis has emerged as a particularly useful tool to allocate the costs of the organization to output. Once assigned, the costs can be deducted from revenue per output unit. The difference shows the unit margin of a client, product, vertical, territory, or transaction. These calculations can be used to validate management decisions. The results of these calculations can be used to tell a story graphing them into a Whale Curve. Whale curve is particularly effective when the organization wishes to represent customer, product, market verticality.

“Cost-accounting has become increasingly important when used as a tool to track organizational activities.”

The purpose of this paper is to explore the usability of the Whale Curve and determine its role in improving decision-making for account management, customer acquisition, sales management, and recession proofing your business. Typically found in the “backchannel” of a CFO or Controller, decision-makers across departments and business units are using the Whale Curve to prescriptively enhance sales meetings, client negotiations, recession planning, strategic account development plans, M&A, and future-proofing.

The 80/20 Rule is the Efficient Truth
The 80/20 rule is a concept that has been used for centuries. It is a simple concept that states that 80% of the results come from 20% of the effort. This is a powerful concept that can be applied to many areas of business, including sales, marketing, and customer service.

Many companies have found that revenue and gross margin improvements in the use of identifying an individual product or profitability.

Whale Curve Overview
The Whale Curve is a graph that shows the relationship between revenue and gross margin. The curve starts at the origin, rises to a peak, and then falls. The peak of the curve represents the point of maximum profitability. The area under the curve represents the total profit. The curve is used to identify the most profitable products and to determine the optimal price point for each product.

SPARXiQ (Formerly SPA/SIGMA)
Designed: Collateral Materials including
White Papers, Training Materials and
Flyers for Trade show and B2B events
and campaigns.



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SPARXiQ
NEGOTIATION QUOTIENT PROGRAM
Onboarding Document

Negotiation has been around forever. At SPARXiQ, we value technology, innovation, and analytics and we are proud to bring negotiation training into the 21st century.

This document is meant to step you through getting started, and give you an idea of what to expect as you begin the course.

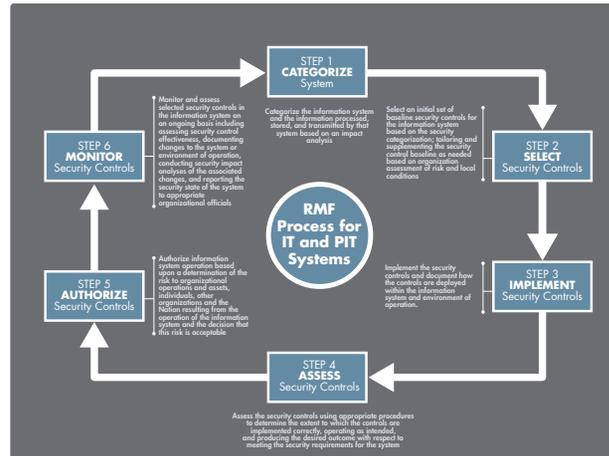
HOW TO GET STARTED:

- 1 You go to SPARXiQ.com and click "client login" and enter WITH YOUR CREDENTIALS.
- 2 Click on "COURSES."
- 3 Click on your course (i.e. "NQ 1.0: Tactical & Competitive Negotiating Virtual Seminar").
- 4 Click MODULE 1 to get started.

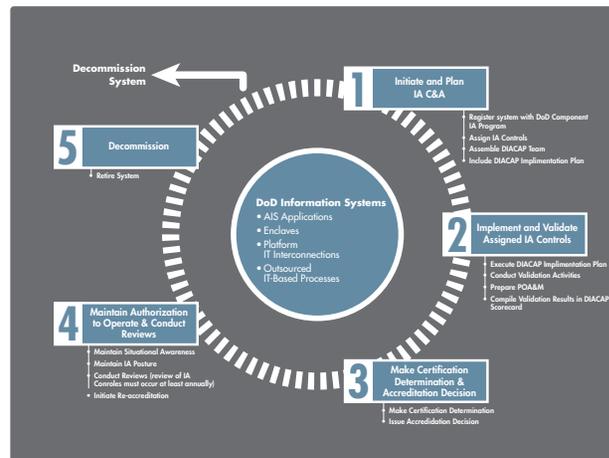
NQ 1.0
TACTICAL AND COMPETITIVE NEGOTIATING
VIRTUAL SEMINAR
18 SECTIONS

01	Welcome & Limo Case Intro	10	Surf Case Critique
02	Limo Case Critique & Basics	11	Fuzzy Money
03	Tactics	12	Surf Case Takeaways
04	Pressure & Planning	13	Concession Making
05	Uncovering Pressure	14	Persuasion
06	Targets & Expectations	15	Satisfaction
07	Tactics & Countermeasures	16	Relationships
08	Limo Case Takeaway	17	Surf Case Intro
09	Surf Case Intro	18	Surf Case Critique & Closing

Information Graphics



— **Various Clients**
 Designed: Information graphics for presentations, brochures and annual reports .



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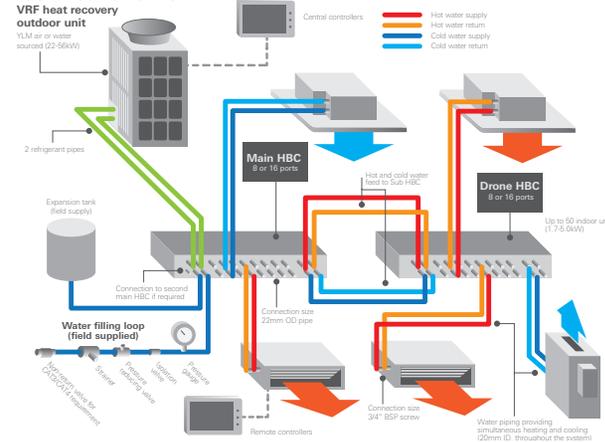
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Technical Overview

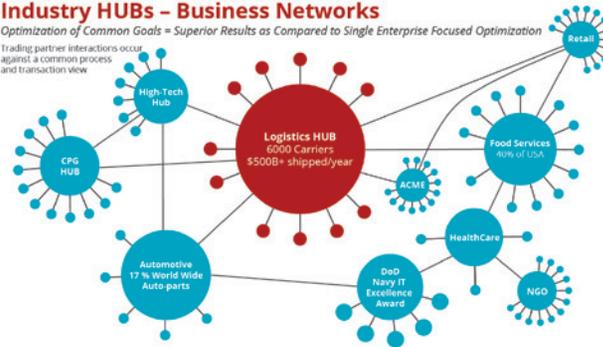


Information Graphics

Industry HUBs – Business Networks

Optimization of Common Goals = Superior Results as Compared to Single Enterprise Focused Optimization

Trading partner interactions occur against a common process and transaction view



Each company can be it's own HUB

Connect to other company HUBs using on demand permission controlled m2M connectivity

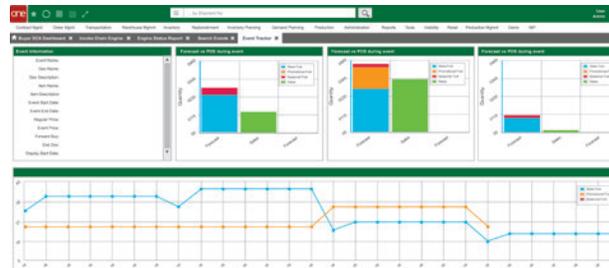
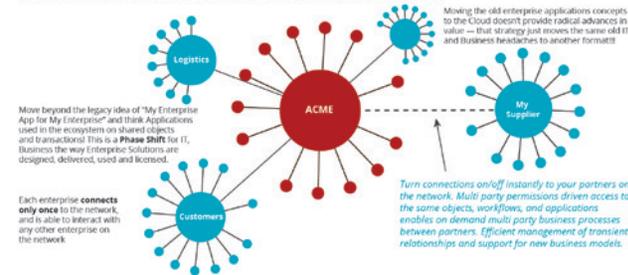
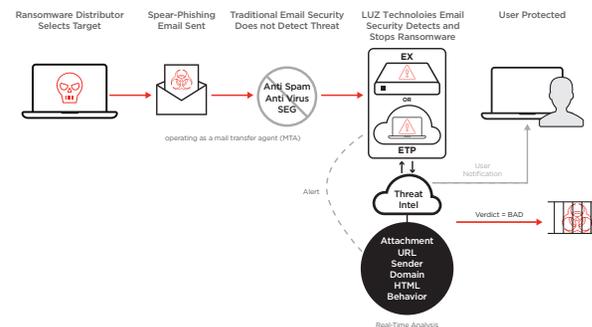


FIGURE 1 – LUZ TECHNOLOGIES EMAIL SECURITY COMPONENT DETECTS AND BLOCKS RANSOMWARE



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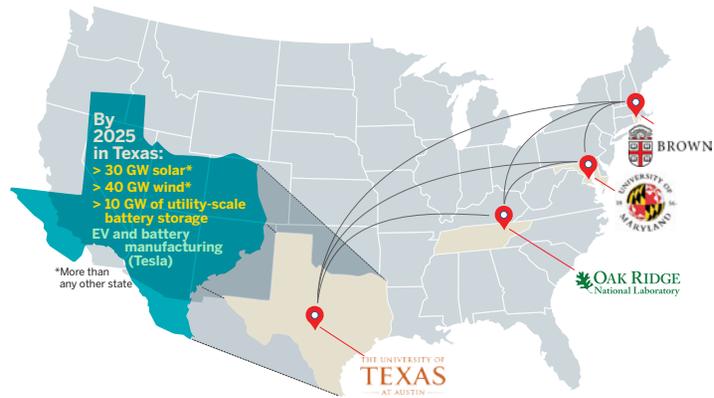
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— Various Clients

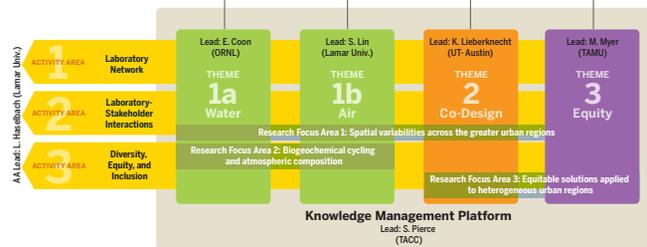
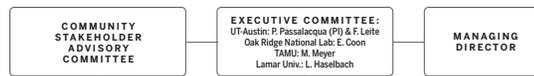
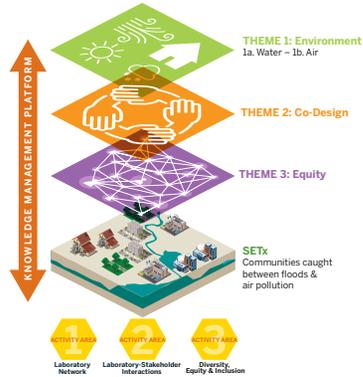
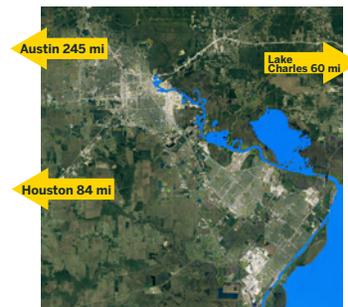
Designed: Information graphics for presentations, brochures and annual reports .

Information Graphics



University of Texas at Austin
Designed: Information Graphics for
Center Grant Proposals.

Beaumont-Port Arthur Metropolitan Statistical Area



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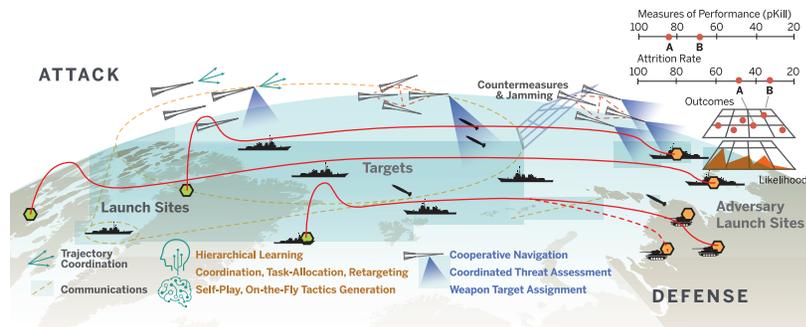
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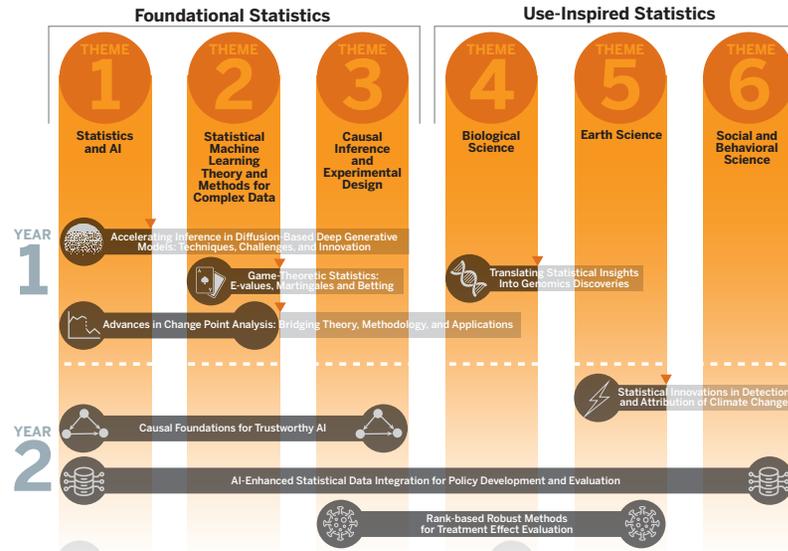
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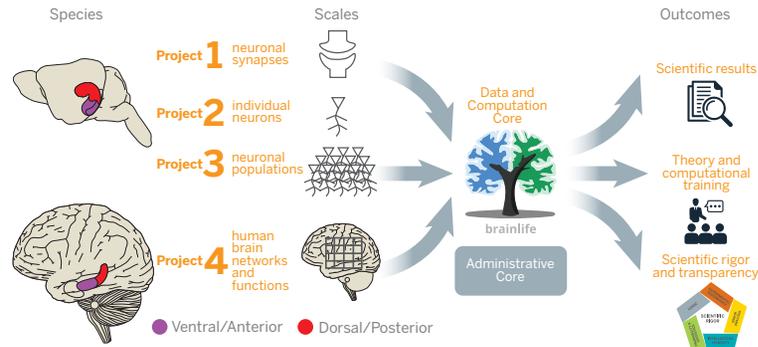


Information Graphics



University of Texas at Austin
Designed: Information Graphics for
Center Grant Proposals.

Understanding Holistic Hippocampal Function across Scales and Species



PROJECT	ACTIVITY	YR 1	YR 2	YR 3	YR 4	YR 5
Admin Core	Establishment of a To-Be-Named Advisory Board Meet with Advisory Board Once per Year to Assess Progress and Accomplishments	▼	▼	▼	▼	▼
P1	Tissue collection 3DEEM data collection and analysis DCC collaborative analysis (data- and theory-driven analyses) Prepare publications Conceptual integration of results with other projects; Refine future task designs accordingly	▼	▼	▼	▼	▼
P2 Aim 1	Mouse engram experiments Mouse engram analysis Prepare publications Conceptual integration of results with other projects; Refine future task designs accordingly	▼	▼	▼	▼	▼
P2 Aim 2	Mouse srRNA-seq and analysis Obtain post-mortem human brain tissue Human srRNA-seq and analysis Compare mouse and human srRNA-seq findings DCC collaborative analysis (data- and theory-driven analyses) Prepare publications Conceptual integration of results with other projects; Refine future task designs accordingly	▼	▼	▼	▼	▼
P3	Place cell population data acquisition Spike-sorting Decoding analysis DCC collaborative analysis (data- and theory-driven analyses) Conceptual integration of results with other projects; Refine future task designs accordingly Prepare publications	▼	▼	▼	▼	▼
P4	fMRI data collection DCC collaboration- data standardization DCC collaborative analysis (data- and theory-driven analyses) Prepare publications Conceptual integration of results with other projects; Refine future task designs accordingly	▼	▼	▼	▼	▼



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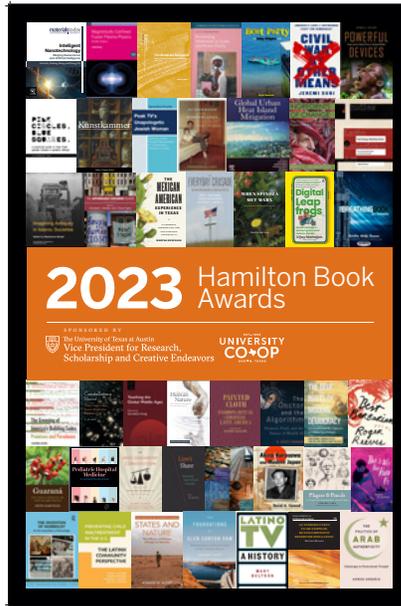
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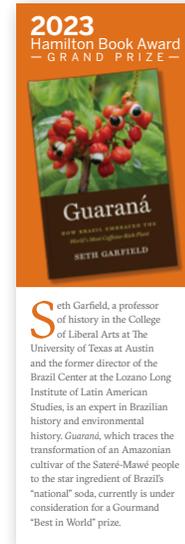
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Campaign Design

POSTERS



BOOKMARKS



University of Texas at Austin
Designed: Campaign for Hamilton Book Awards 2022–2025.

SOCIAL MEDIA



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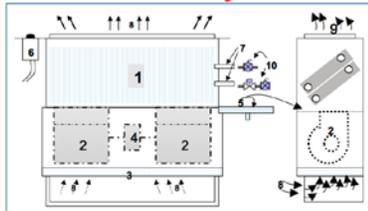
Fan Coils, Blower Coils & Indoor Air Handlers



SO TOUGH,
WE GUARANTEE IT.

— Titus/Superior Rex
Designed: Presentations for training
Client Reps.

Fan Coil Components



- | | |
|---------------------------------|---------------------------------|
| 1. Finned Tube Coil | 6. Fan Speed switch and control |
| 2. Fan Scrolls | 7. Coil Connections |
| 3. Filter | 8. Return Air Opening |
| 4. Fan Motor | 9. Discharge Air Opening |
| 5. Main and auxiliary drain pan | 10. Piping / Valves Packages |

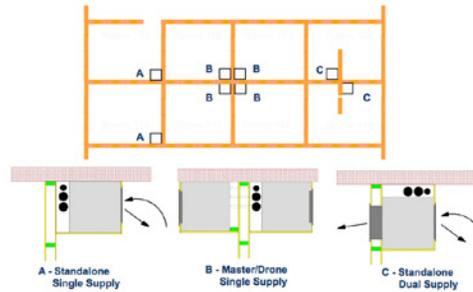


SO TOUGH, WE GUARANTEE IT.

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14

Typical Installation



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26

Email/Web Communications

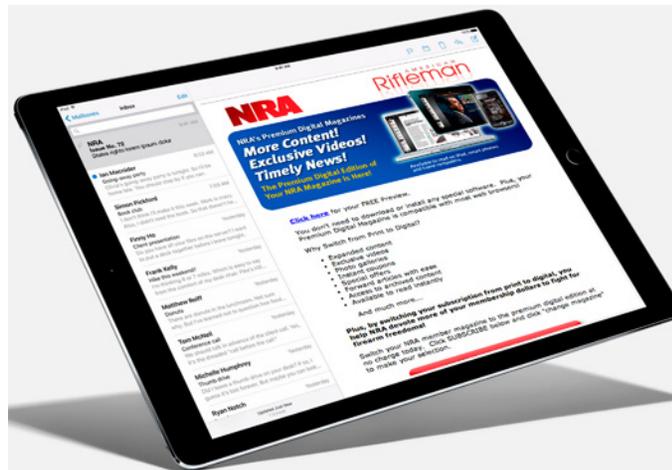


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— **National Rifle Association**
Designed: Email campaigns with
multiple email versions and landing
pages.

Email/Web Communications



— Titus/Superior Rex
Designed: Website including secure side.



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Social Media



— Barber DME/Healthy Body Center
Designed: Posts every month for special days, monthly themes, branding and promotional offers.



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High Concept Packaging/Production



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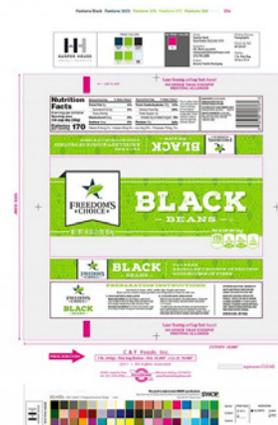
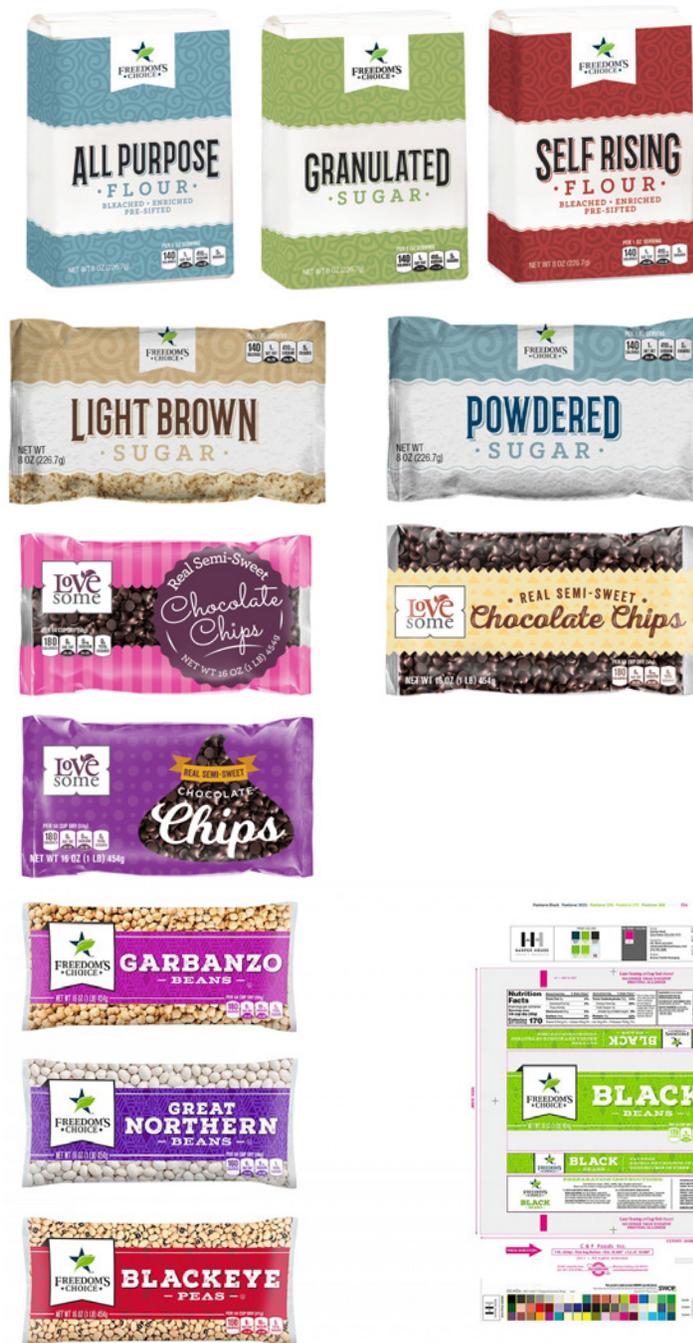
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Harper House

Concepted, Designed and produced line extensions: Packaging for private label brands.

High Concept Packaging/Production



Koils By Nature
Concepted, Designed and produced
packaging/labels for Hair and Body
Products sold worldwide.



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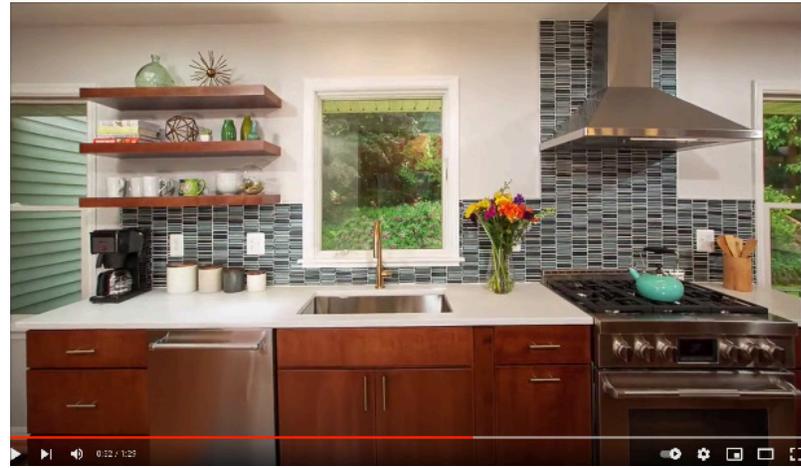
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Video (Concept and Production)



— **Lensis Builders**
 Concepted, Designed and Produced
 YouTube videos for Before and After
 remodels on there YouTube and
 Web Page.



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— **SPARXiQ (Formerly SPA)**
 Concepted, and Designed and Art
 Directed storyboards for typographic
 style videos.

Trade Show



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— **Juscom**
Designed: Award winning Trade show Booth and collateral material.