



Scott Ridings

ART DIRECTOR/GRAPHIC DESIGNER/ILLUSTRATOR

23549 EPPERSON SQ
BRAMBLETON, VA 20148

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.



- **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.



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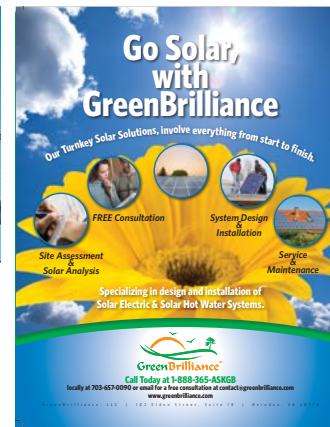
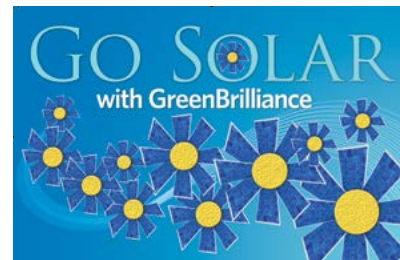
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— **GreenBrilliance**
Designed: Collateral Materials as well as Trade Show Booth.

Print Communications



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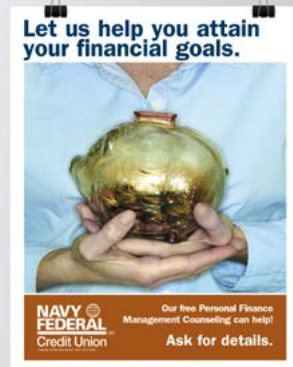
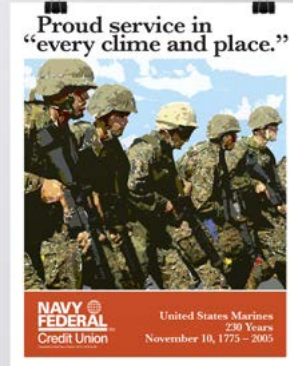
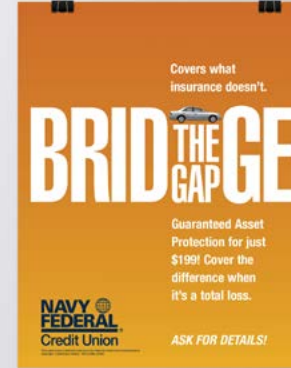
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— **Navy Federal**
Designed: Collateral & Campaign Materials including Postcards, Brochures, Posters and Flyers for in branch and external events and campaigns.

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



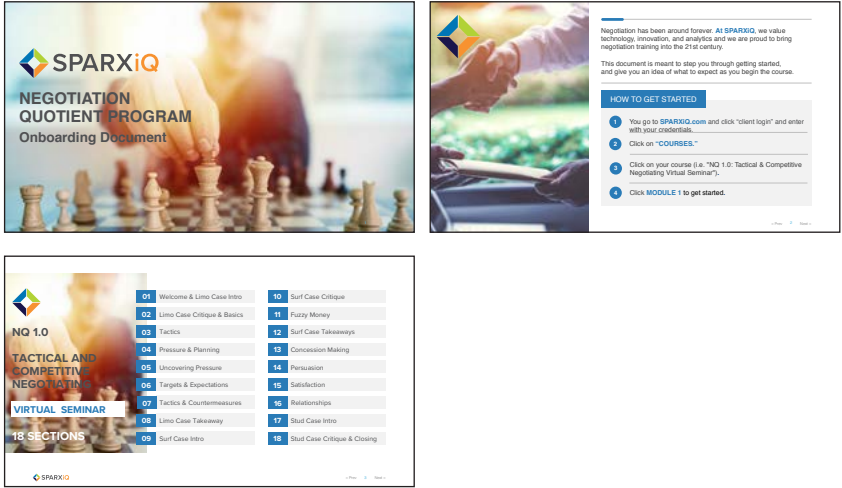
Barber DME Supply Group
Designed: Collateral & Campaign Materials including Postcards, Brochures, Posters and Newsletters for both in-house and external campaigns.



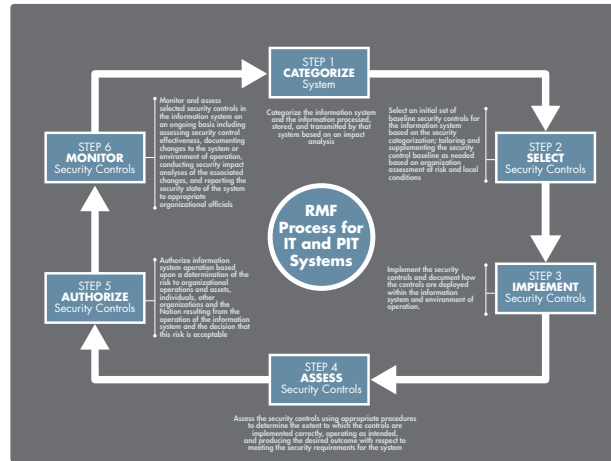
SPARXiQ (Formerly SPA/SIGMA)
Designed: Collateral Materials including White Papers, Training Materials and Flyers for Tradeshow and B2B events and campaigns.


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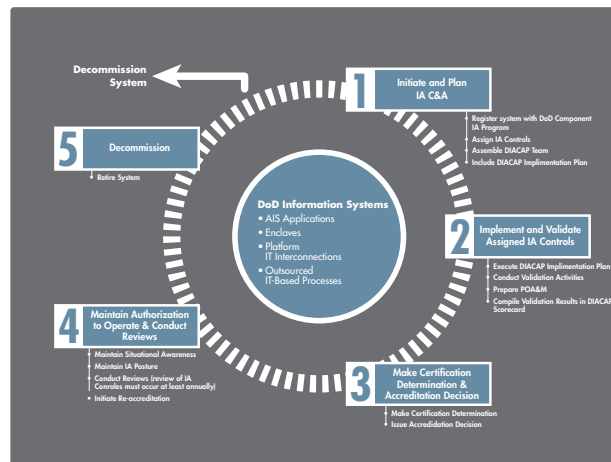
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Information Graphics



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



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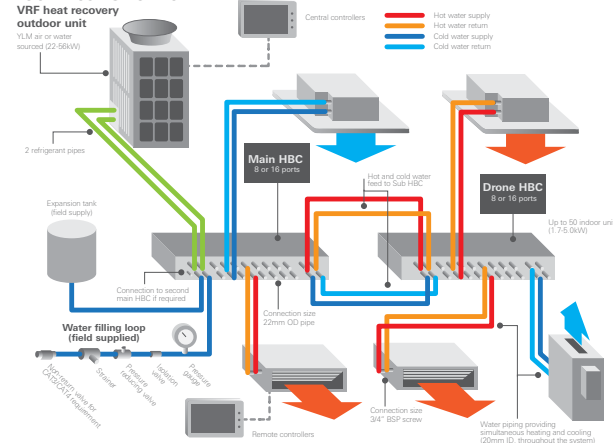
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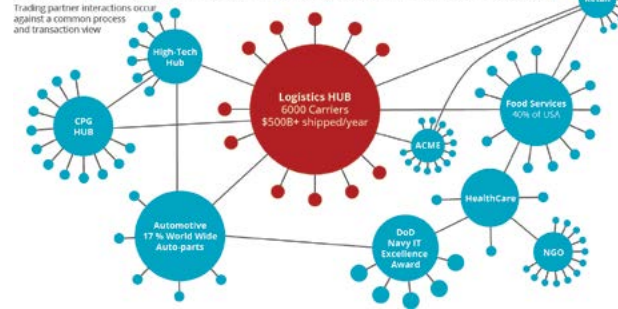
Technical Overview



Information Graphics

Industry HUBs – Business Networks

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



Each company can be it's own HUB

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

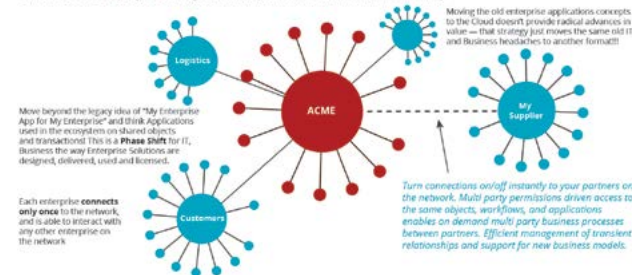
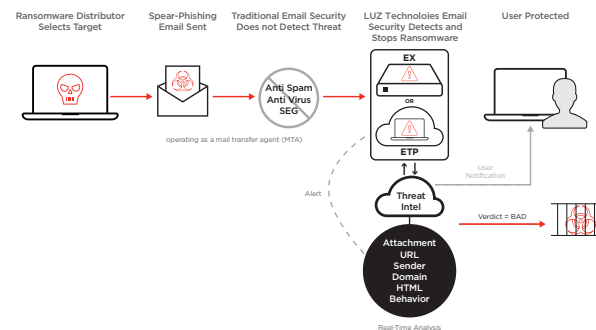


FIGURE 1 – LUZ TECHNOLOGIES EMAIL SECURITY COMPONENT DETECTS AND BLOCKS RANSOMWARE



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Various Clients

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



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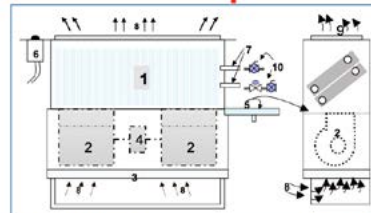
Fan Coils, Blower Coils & Indoor Air Handlers



SO TOUGH,
WE GUARANTEE IT.



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 |

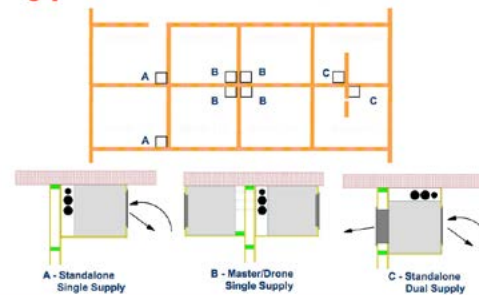


SO TOUGH, WE GUARANTEE IT.

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Typical Installation



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

Email/Web Communications



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



Email/Web Communications



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— **Titus/Superior Rex**

Designed: Website including secure side.

Social Media



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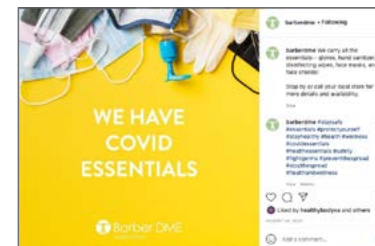
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— **Barber DME/Healthy Body Center**
Designed: Posts every month for special days, motly themes, branding and promotional offers.

High Concept Packaging/Production



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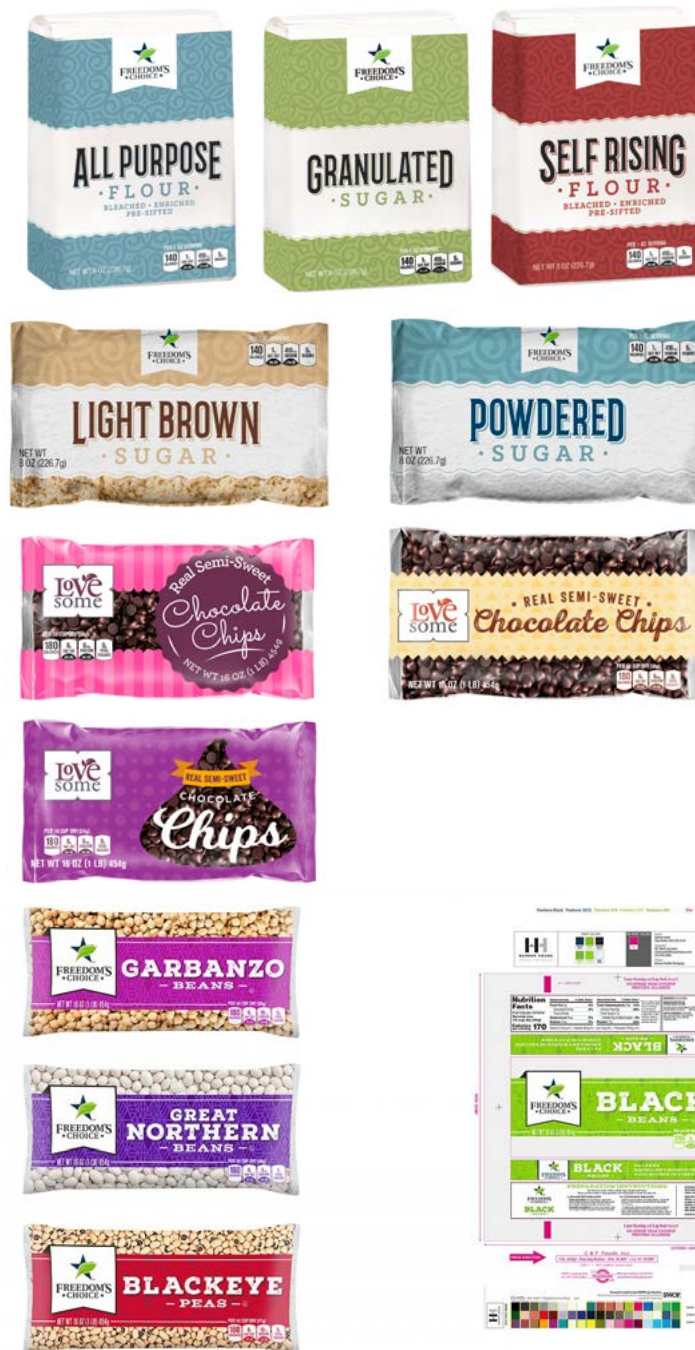
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Harper House

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



SpartanNash. packaging + line extension

High Concept Packaging/Production



Koils By Nature

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



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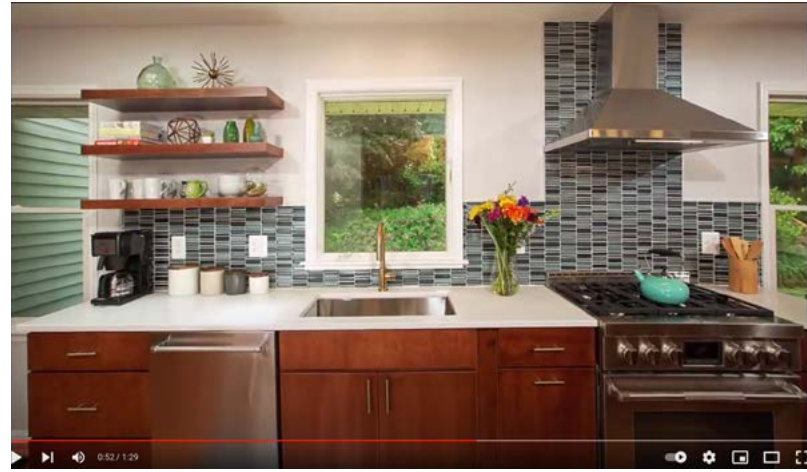
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Video (Concept and Production)



— Lensis Builders

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



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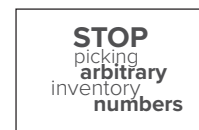
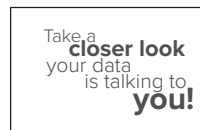
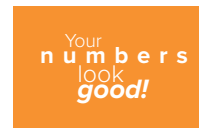
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— SPARXiQ (Formerly SPA)

Concepted, and Designed and Art Directed storyboards for typographic style videos.

TradeShow



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