



Scott Ridings

art director/graphic designer/illustrator

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PROFESSIONAL SUMMARY

Art Director with 30+ years directing brand campaigns, visual identity, and digital/print design for Fortune 500 clients, universities, and national organizations. Equally at home conceptualizing creative from a blank page or directing teams and vendors to execute it, backed by a career as a working Creative Director and studio owner. Known for sharp visual craft, brand discipline, and shipping on deadline, every time.

PROFESSIONAL EXPERIENCE

OWNER / CREATIVE DIRECTOR

Ridings Design, Austin, TX | 1991 - Present

- Direct visual identity, branding, UX/UI, and integrated campaigns for corporate and federal clients, including Ernst & Young, Johnson Controls, the U.S. Department of Transportation, the Department of Education, and, most recently, the Texas Veterans Commission (*through Peak Performers*).
- Take projects from first concept through final production, translating business goals into visual work that lands with the intended audience.
- Run 5+ concurrent projects per quarter with 100% on-time delivery, using Asana, Trello, and Agile practices to keep everything on track.
- Build across Adobe Creative Cloud, Figma, and Sketch, traditional and digital, B2B and B2C.

SENIOR GRAPHIC DESIGNER

University of Texas, Office of the VP for Research, Austin, TX | January 2022 - April 2026

- Directed visual design for 20+ major grant proposals a year, creating figures and assets that helped secure \$30M+ in funding.
- Turned dense research into clear, compelling visual narratives for non-specialist audiences.
- Produced 50+ illustrations, workflows, and PowerPoint templates on Adobe Illustrator and university brand standards, including ADA-compliant print and digital collateral.
- Delivered 4 annual reports and 75+ visual assets a year at 100% brand compliance, partnering directly with PIs, grant specialists, and the Deputy VP for Research.

SENIOR GRAPHIC DESIGNER, MARKETING & MEDIA

Barber Enterprises, Chantilly, VA | March 2020 - March 2021

- Built branding, layouts, and campaigns for 40+ products a month across 30+ stakeholders.
- Designed proposal graphics and internal presentations in InDesign for 15+ client pitches, helping drive a \$500K jump in annual revenue.
- Produced 25 multimedia campaigns a quarter in After Effects and Photoshop across channels.
- Tightened version control and asset handoffs, cutting stakeholder response time by 25%.

SENIOR GRAPHIC DESIGNER, MARKETING

SPARXiQ, Cleveland, OH | July 2019 - March 2020

- Led visual development for 10+ company-wide campaigns, keeping brand consistent across every channel.
- Shipped multi-channel creative alongside a five-person Agile team.
- Produced 50+ sales and branding layouts that fed a 10% lift in lead generation.
- Built templates and specs that standardized design production going forward.

**30+ years in design
and art direction**

**\$30M+ in grant
funding supported**

**300+ branches on
one brand standard**

100% on-time delivery

**30+ studio photo
shoots directed**

**200+ campaign
assets retouched and
composited**

ART DIRECTOR

Membership Marketing Partners, Fairfax, VA | August 2010 - January 2014

- Directed creative for direct mail, advertising, brochures, web, and email across national campaigns.
- Built 20+ responsive landing pages in HTML/CSS, driving a 10% lift in digital engagement.
- Directed 30+ studio photo shoots for national direct-marketing campaigns.
- Ran retouching and compositing on 200+ campaign assets, cutting turnaround time by 25%.
- Ran press checks on offset and digital jobs to keep color, quality, and brand on target.

ART DIRECTOR, MARKETING

Navy Federal Credit Union, Vienna, VA | March 1998 - June 2009

- Led a 5-7 person design team across advertising, multimedia, motion graphics, and exhibits for a national audience.
- Wrote the brand guidelines used across 300+ branches.
- Directed creative for the national Credit Card Program and other flagship initiatives.
- Owned production end-to-end: concept through final delivery, press inspections, color management.

SENIOR GRAPHIC DESIGNER / ILLUSTRATOR

Affordable Printing & Graphics Inc., Fairfax, VA | September 1994 - November 1997

- Managed 25+ design projects a month for clients including Next Day Blinds and CORT Furniture.
- Ran 300+ projects from concept through final press inspection, 100% on time.
- Coordinated 10+ vendors on print bidding, estimating, and delivery.

CONTRACT GRAPHIC DESIGNER

Kelly Services / Mobil Oil Corporation, Fairfax, VA | June 1992 - September 1993

- Designed retail signage and POP materials for local and national programs.
- Produced posters, brochures, catalogs, and manuals for 300+ Mobil Marts, car washes, and service stations across the Mid-Atlantic.
- Kept every piece on-brand with Mobil's corporate standards.

EDUCATION & CERTIFICATIONS

BFA, Communication Arts and Design

Virginia Commonwealth University, Richmond, VA | 1991

UX Design Certificate – General Assembly DC (2019)

Adobe Premiere Pro Certificate – Lumenbrite Austin (2021)

Adobe After Effects Certificate – Lumenbrite Austin (2021)

Coding for Designers – Aquent Gymnasium (2016)

SKILLS

Creative Direction: Art Direction, Creative Concept Development, Visual Strategy, Brand Identity, Team Leadership & Mentorship

Design & Production: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, XD), Figma, Sketch, InVision, UX/UI, Typography, Illustration, Motion Graphics

Web & Technical: HTML, CSS, Bootstrap, WordPress

Project & Client Management: Agile, Asana, Trello, Monday.com, Salesforce, Pardot, Stakeholder & Client Relationships