

# SCOTT KINSEY

## CREATIVE DIRECTOR

PORTFOLIO REEL



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### SUMMARY

Highly skilled Creative Director with over 15 years of experience leading creative teams and delivering successful projects in various industries. Expertise in developing and executing creative strategies that elevate brand awareness and drive business growth. Proven ability to manage multiple projects, foster cross-functional collaboration, and deliver exceptional results on time and within budget. Passionate about inspiring and motivating teams to achieve their full potential and exceed client expectations.

### SKILLS

Creative Direction, Communication and Collaboration, Interpersonal Skills, Creative Development, Concept Development, Project Management, Team Management and Leadership, Creative Thinking and Problem Solving, Strong Organizational Skills, Presentation Skills, Art Direction, Graphic Design, Logo Design, Video Production, Photography, Cinematography, Digital Marketing and Social Media, Creative Strategy, Client Relationship Management, Budget Management, Brand Development and Management, Advertising, Visual Storytelling, Broadcast Design, Commercial Direction, Editing, Motion Graphics, Title Design, Visual effects, Visual Effects Supervision, Print Design, Interactive Design, Web Design, Packaging Design, Illustration, Product Design, Industrial Design, User Interface (UI) Design, Use Experience (UX) Design, Personalization and Localization, Applications Development, Web Production, Database Design, Mobile Applications Design.

### PROFESSIONAL EXPERIENCE

#### **Goodfear :: January 2002 - Present**

*Founder / Creative Director-* Led the creative direction of all projects, ensuring that they were aligned with the client's vision and objectives, and that they met our standards of quality and excellence. Managed a team of designers, copywriters, and other creative professionals, providing guidance, feedback, and mentorship to ensure their growth and development. Presented concepts and creative work to clients, leading client meetings to review work and obtain feedback, resulting in an increase in client retention rate by 25%. Managed budgets, timelines, and resources for projects, ensuring that they were delivered on time and within budget, resulting in a 95% on-time delivery rate and a 10% increase in profit margins. Stayed up-to-date with industry trends and technologies, sharing this knowledge with the team to keep the studio ahead of the curve and resulting in the successful implementation of new technologies and methodologies.

#### **Guerilla Hollywood :: January 2013 - Present**

*Film director-* Led the creative vision and direction of film productions, including documentaries, and commercials, resulting in critically acclaimed and award-winning productions. Collaborated with writers, producers, cinematographers, and editors to develop and refine the script, storyboards, and visual style of each production. Oversaw all aspects of production, from pre-production planning to post-production editing, ensuring that the final product was of the highest quality and met the client's needs. Managed the cast and crew, creating a collaborative and supportive environment that facilitated the creative process and resulted in a positive work culture. Developed strong relationships with industry professionals and stakeholders, resulting in a network of talent and resources that could be leveraged for future productions.

#### **a common thread :: January 2012 - January 2013**

*Film director-* Led the creative direction of all film projects, working closely with writers, producers, and actors to bring their vision to life and ensure a cohesive and compelling story. Managed all aspects of film production, including pre-production, production, and post-production, ensuring that projects were delivered on time, within budget. Responsibilities for visual effect supervision and the creation of visual effects and motion graphics for other a common thread productions.

#### **HYDRAULX :: January 2010 - January 2012**

*Creative Director / Film Director-* Led the creative direction of film productions from concept to completion, ensuring that they met the artistic vision and objectives of the project. Collaborated with writers, producers, and other key stakeholders to develop the script and storyline, resulting in successful productions that received critical acclaim and awards. Directed actors and crew members to bring the script to life on screen, managing their performance and ensuring that the film adhered to the project's budget and schedule. Coordinated the technical aspects of film production, including lighting, sound, and camera, to ensure that the final product was of the highest quality and met industry standards. Managed the post-production process, including editing, sound design, and visual effects, to ensure that the final product was polished and met the artistic vision of the project.

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continued

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### PROFESSIONAL EXPERIENCE

#### **TBWA\TRUE :: July 2009 - January 2010**

*Executive Creative Director* - Led the development and execution of creative strategies that align with business goals and objectives. Manage a team of creative professionals, including designers, writers, producers, and strategists, to ensure the timely delivery of high-quality projects that meet client expectations. Build and maintain strong relationships with clients, understanding their needs and developing creative solutions that meet their objectives.

#### **twohundredtwelve° :: January 2000 - January 2002**

*Founder* - Overseeing all aspects of the business, including business development, client relations, financial management, and project delivery. Led the creative direction of all design projects, ensuring that they were aligned with the client's vision and objectives, and that they met our standards of quality and excellence. Managed a team of designers, copywriters and other creative professionals, providing guidance, feedback, and mentorship to ensure their growth and development. Presented concepts and creative work to clients, leading client meetings to review work and obtain feedback, resulting in an increase in client retention rate by 20%.

#### **Leapnet :: November 1996 - January 2002**

*Art Director and Creative* - Led the development of creative concepts and visual strategies for advertising campaigns, collaborating with copywriters, designers, and other creative professionals to bring these ideas to life. Managed a team of designers and production artists, providing guidance, feedback, and mentorship to ensure their growth and development. Directed the visual execution of advertising campaigns across various media, including print, digital, and social media.

#### **SPACE/MP :: September 1988 - November 1996**

*Industrial Designer* - Responsible for product design, graphic design, interior architecture design. Worked collaboratively with architects and other design professionals to incorporate industrial design elements into architectural projects, ensuring that they were aligned with the client's vision and objectives and that they met the firm's standards of quality and excellence. Designed and developed products and furnishings that complemented the architectural design, and that were innovative, functional, and aesthetically pleasing, utilizing the latest design trends and technologies. Visualization, animation and modeling of designs ranging from products and custom furniture to interior architecture.

### EDUCATION

#### **University of Illinois at Urbana-Champaign :: September 1984 - May 1988**

Bachelor of Fine Art - Industrial Design / Photography

### PUBLISHED WORK

#### **Booth-Clibborn Editions :: Published May 2008**

*Author, Photographer, Graphic Designer* - (UP)Rising Sonz! is an homage to some of the colorful and inspirational people that drive Japanese pop and subcultures by following their passions. The common language is art and the thread that ties them together is skateboarding.

#### **TRACE magazine :: November 2000 - November 2010**

*Author, Art Director, Photographer* - TRACE magazine is a transcultural styles and ideas magazine, a new expression in culture documenting the impact of the interconnected worlds of music, fashion, film, art, politics on today's multi-ethnic youth.

### MEMBERSHIPS / AWARDS

The Directors Guild of America Member, International Documentary Association Member, Film Independent Member, Promax Broadcast Design Award Winner, IDSA Award Winner, The One Show Award Winner, SXSW Interactive Award Winner, MTV Video Music Awards Winner, Visual Effects Society Awards Nomination

### SOFTWARE

- Adobe Creative Suite, Apple FinalCut, Apple Logic, Apple Keynote, Cinema4D, Redshift, Autodesk Flame, Unreal Engine
- Project management tools; Slack, Google Sheets, Google Docs, Google Slides
- Extensive knowledge of VFX production, CG animation, 3D and 2D pipelines using Autodesk Maya, Autodesk Flame, Cinema 4D, Redshift, After Effects, Premiere and Virtual Production with Unreal Engine.