

Scott Gormley

CREATIVE PROFESSIONAL

New York, NY

Creative professional with over 15 years of delivering design solutions and innovation leadership in the field of customer acquisition and retention, direct communications including traditional and digital media, publishing and emerging technologies.

Specialties: Leading creative processes, creative direction, mentoring and team building, developing creative solutions for complex design challenges.

scott@gormleydesign.com

516-647-5445 mobile

516-739-2245 home

Experience

Freelance Creative Director

GormleyDesign

- › Design/direct all client work including direct mail, brochures, online/offline advertising, out-of-home, visual identities and web sites for clients including Lacoste, Lamborghini, Pfizer and others.
- › Partner with area agencies on campaigns to launch new products and businesses.
- › Manage all vendor relationships.

New York, NY

Nov 2001 - Present

Creative Director

Farmingdale, NY
Oct 2007 - 2013

Wilén Media

- › Managed creative client work including: television/radio commercial production, direct mail, online/offline/social media advertising campaigns, web development, custom publishing, iPad applications
- › Lead strategic creative decisions for all clients including campaigns many Fortune 1000 clients.
- › Implemented the use of emerging technologies like creation of iPad applications and mobile sites to increase the ROI on campaigns
- › Set design parameters, style guides and visual standards
- › Directed a staff of art directors, animators, copywriters, editors, proofreaders and account managers
- › Managed internal and external budgets
- › Supervised press checks and product launches
- › Managed both the client relationship and internal staff during the agencies first formal AOR
- › Created and designed programs for B-to-C customer retention, acquisition and migration.

Senior Art Director

Manhasset, NY

CMP Media

- › Conceptualized and designed all covers, cover stories and features for the bi-weekly business-to-business magazine as well as the monthly supplement
- › Redesigned all current web properties leading to a 20% increase in click-throughs and page views
- › Provided creative direction to the publication including selecting and assigning illustrators and photographers
- › Managed a staff of five full-time employees and several freelancers

Senior Art Director

New York, NY

Ziff Davis Media

- › Conceptualized and designed all covers and cover stories
- › Managed an art department of eight full-time designers
- › Oversaw a yearly budget of \$1.4 million
- › Created logos and advertisements for use in all Ziff-Davis publications

Art Director

New York, NY

Penton Media

- › Created and implemented the magazine's brand strategy
- › Gave creative direction to all website, editorial assignments and house advertisements
- › Managed day-to-day operations of the magazine's art department including staff, freelancers and budget
- › Directed two major redesigns
- › Oversaw the design and creation of the magazine's trade show booth

Graphic Designer

Washington, DC / New York, NY

Gannett

Gannett Suburban Newspapers

- › Responsible for visual presentation of two daily editions of Westchester and Rockland County newspapers
- › Selected all illustrations and photography
- › Oversaw production through prepress
- › Managed five inside-page copy editors

KIDS TODAY

- › Managed the design and layout of this weekly, 3.5 million distribution, international newspaper for children
- › Created all promotional material
- › Illustrated and created informational graphics as well as managed freelance photographers and illustrators
- › Coordinated electronic delivery of materials and scheduled workflow with prepress

USA WEEKEND Magazine

- › Designed section and cover-story pages and spreads for the national and regional editions of Gannett's Sunday magazine supplement read by 27 million
- › Selected and assigned art to illustrators and photographers

Education

BFA, Graphic Design

Arlington, VA

Marymount University

Awards

Society of Publication Designers (2), Society of Illustrators, PRINT Magazine, ASBPE National Awards (18), ASBPE Regional Awards (18), Ozzie Magazine Award (3)

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