

Mosher Design

Independent Art Director
02/09-present; Sarasota, FL
11/03-02/09; New York, NY

Conceptual development, design and production of print and online graphics.

RLL Media – Five seasons of fashion and lifestyle magazines where designed for a consortium of clothing stores. They shared a fashion shoot of commonly carried attire and featured regional articles on lifestyle and in-store events.

- Art directed creative briefs and supervised designers
- Collaborated with an clients, stylists and photographers on quotes, schedules, locations, props, clothing and model reviews of fashion shoots and product shots.
- Designed mood boards, style guides, covers and editorial layouts
- Edited photos, performed retouching and hired specialists
- Collaborated on the management of complex pagination and ad trafficking.

Styled to a Tee – Website on golf fashion.

- Customized blog template and designed identity, banner ads and business material
- Maintained cost effective artwork and daily updates
- Shot and edited photos and videos.

Icebox Athlete – Training programs with youthful sports imagery and bold messaging.

- Designed identities, marketing materials and manuals for athletic training programs, equipment instruction, sports camps, lectures, certification classes and co-branding initiatives
- Designed product and trade show displays for Icebox Mental Skills & Toughness Training.

Additional Clients – Displayed on www.mosherdesign.net.

Deloitte & Touche

Senior Designer
6/97-11/03; New York, NY

Marketing & Communications – Collateral for a wide range of professional services.

- Designed new business proposals and external marketing materials
- Managed the schedule of creative projects within my group and always met tight deadlines
- Assisted with in-house printing, binding and delivery
- Collaborated with new media designers on internal marketing projects
- Hired and directed freelancers
- Teamed-up to successfully establish an internal employee recognition and rewards program.

The Atlanta Journal-Constitution

Graphic Designer
6/93-12/96; Atlanta, GA

Advertising Creative – Maintained a high volume of ad design for local and national accounts in retail, automotive, real estate and travel industries.

- Designed speculative ad campaigns and supported account managers on sales calls
- Collaborated with copywriters on the design of marketing material, advertorial and special section covers
- Fall Focus on Careers '96 campaign awarded first place in Best of Newspaper Promotion by the Georgia Press Association.

Ringling School of Art & Design

BFA in Graphic Design

Scott Mosher

Art Director

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Mini Portfolio:
www.mosherdesign.net

MOSHER