

**scout stevenson**

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**overview**

I have been in the creative field for 15+ years directing initiatives and teams across a diverse client set. I have worked on small to large scale integrated programs spanning brand/creative strategy through the execution of interactive, web and print touch-points, while working alongside strategists, technologists and account executives toward creating effective marketing, sales and interactive business solutions.

On the creative side, I have excellent typography and design aesthetic as well as extensive information architecture (IA) and user interface (UI) experience. Having a strong background in both traditional print and interactive media has been a valuable asset in developing fully integrated and compelling marketing solutions.

On the director side, I have an exceptional understanding of business strategy and how it translates into marketing and design solutions. I possess outstanding analytical, leadership, client-relationship, project management and presentation skills. I am team-oriented, articulate, entrepreneurial and a hands-on mentor.

I am a MITX judge and an adjunct professor at Boston University's School of Visual Arts in the College of Fine Arts where I teach Web Design and Intro to Graphic Design. I have been nominated and won several interactive and print awards over the years. Most recently, I was awarded The Horizon Interactive 2009 Gold Award in the category of Education and Training for Blue Cross Blue Shield Partner Portal Training Interactive.

**experience**

**The Boston Group** Boston, MA

**Interactive Associate Creative Director, September '06 – Present**

The Boston group is a full-service agency offering strategy, creative and media solutions to clients in the technology, government, life sciences and non-profit sector. The agency is comprised of seasoned experts from throughout the industry that specialize in brand strategy, internal communications programs, tradeshow design, brand essence films, web design, interactive sales tools and direct response. Clients include Raytheon Dana-Farber Harvard Cancer Center, Spotfire, Aerospace Corporation, Hawker Beechcraft, American Urological Association, First Trade Union Bank, Dunkin Donuts and more.

- Responsible for creating and mentoring interactive discipline/team
- Lead design teams (visual design, information architecture, usability and prototyping) in the development of all interactive initiatives – Websites/Applications, Flash Demos/Sales Tools, Brand Essence Videos, Intranets/Extranets, Microsites, iPhone Applications, Dashboards, etc
- Collaborate closely with technologists, information architects, writers, art directors, brand strategists and account executives to create, design, develop and implement marketing initiatives for clients
- Redesigned and re-architected TBG site into a sales tool
- Continually spearheading partnership initiatives to help grow the discipline. Most recently, the acquisition of a development firm as well as creating relationships with offshore vendors for several development initiatives
- Responsible for acquiring, managing and growing several client relationships
- As a member of leadership team, I'm helping develop and refine our new business strategy, messaging and tools. I am responsible for bringing in Spotfire, DF/HCC and First Trade Union Bank
- Yes. I do much of the design (pixel-pushing) myself

**New Tilt** Cambridge, MA

**Creative Director, April '04 – September '06**

New Tilt was an Internet strategy firm helping clients map business vision to measurable, scalable solutions. The agency was comprised of experts from business consultancies, design & brand agencies and technology firms across multiple industries. Clients included Dana-Farber Cancer Institute, MIT Medical, RSA Securities, RISI, NMS Communications, Brown University, Smithsonian Center for Education and Museum Studies, Massachusetts Port Authority and more.

- Managed and collaborated with a highly motivated team of art directors and designers
- Was responsible for authoring creative/brand strategies and establishing creative directions
- Collaborated closely with technology and Information Architecture teams to design and develop marketing initiatives for clients including websites, interactive presentations, identity as well as content architecture and development
- Conceptualized, storyboarded and created several marketing Flash demos
- Was responsible for managing and growing several client relationships
- Helped mature and grow New Tilt's brand competency
- As a key member of the new business team, I helped develop and refine our new business strategy, messaging and tools

**BaseSix** Boston, MA

**Managing Creative Director, November '00 – August '03**

BaseSix was a strategic marketing agency offering a holistically integrated set of creative, strategy, branding, marketing and technology services to clients ranging from start-ups to Fortune 500 companies. BaseSix was headquartered in Boston, with offices in New York and Philadelphia. Clients included HBO, National Geographic, AT&T Broadband, AOL, Johnson & Johnson, ESPN, GE and more.

- Led and worked within creative teams on the following accounts: HBO, AT&T Broadband, 1-800-flowers, Polaris Ventures, Northeastern University, Comcast, Molecular and more
- Managed growing team of creative directors, senior art directors and IA/UI leads across all client engagements
- Created multi-channel marketing initiatives and campaigns (print and advertising, sitelets, rich email, banner ads, websites, flash demos and video) for numerous clients
- Conceptualized and directed several marketing flash demos and video projects
- Developed and matured BaseSix's brand competency
- Helped manage and grow several key client relationships
- Worked with marketing strategists in creating and presenting new business presentations
- Authored brand, creative and marketing strategy presentations as well as project briefs and UI requirement documentation
- Developed and designed BaseSix's marketing and communication materials including mission statement, brochure-ware, website, client Extranet, direct mail, integrated email campaigns, case studies, white papers and other strategic documents

**WizeTools** Boston, MA

**UI/Creative Director, January '00 – October '00**

WizeTools developed Wireless Web Applications that help deliver loyal users to brand leaders' websites- "sticky" marketing solutions that enabled Fortune 500 companies to build customer loyalty and extend brand across PDAs, cell phones, and the Web. Clients included Kraft, Unilever, Nike, Oxygen Networks and Johnson & Johnson.

- Responsible for WizeTools' corporate/product brand identity, user experience and strategic marketing efforts
- Directed UI design for Web and Wireless based applications
- Designed and developed interactive prototypes and product demos
- Created, designed and developed digital marketing campaign to build beta user base and partner support channels

**PJA/Ultra** Boston/Cambridge, MA

**Co-Founder & Creative Director, September '97 – January '00**

PJA/Ultra is a multi-disciplined brand building and advertising agency specializing in B2B clients. PJA/Ultra provides breakthrough thinking and content-informed approaches for extending technology brands across all channels. PJA/Ultra is headquartered in Cambridge with an office in San Francisco. Clients include GTE, Agilent, Citizens Funds, CMGI, Photonica, PE Corporation, CyberTrust, Celera, Infinium, Hook Media, Sprague Energy and Send.com

- Responsible for Ultra's acquisition strategy to expand PJA's core competencies
- Worked within and helped manage creative teams in all aspects of the creative process (from initial engagement through execution)
- Conceived, managed and designed look and feel for numerous websites, interactive campaigns and sales tools
- Led project definition, creative brainstorm and focus grouping sessions
- Mentored creative staff and co-managed staffing and hiring functions
- Worked with teams and clients to develop positioning, brand and program strategies
- Managed several client projects, presentations, relationships and key documents
- Designed, developed and implemented new integrated re-branding program for PJA/Ultra
- Post acquisition, helped realize revenues of \$1 million in first year

**Selbert Perkins Design Group** Cambridge, MA

**Interactive Director, May '97 – September '97**

SPD is an international award-winning design firm with a 20-year history of print and environmental design with offices on both coasts. As one of the interactive department founders, I was responsible for multiple initiatives including staffing, new business and creative direction. Clients include Disney, LAX, USC, Converse and Microsoft.

- Led and worked within creative teams on all interactive initiatives
- Redesigned and re-architected corporate website into an award-winning sales tool
- Developed and designed several client websites, print and interactive marketing initiatives
- Worked with account staff to develop client presentations and proposals

**N2K Encoded Music (CD Now)** New York, NY

**ECD (Enhanced CD) design Director, January '97– May '97**

**Web Art Director, May '96 – January '97**

N2K built the first CD Commerce website (Music Boulevard) along with several genre websites used to generate interest and drive traffic and sales. I art directed and built two major websites from storyboard to launch. Within 6 months, I was put in charge of the ECD Department where I managed the development, design and production of several major

releases including *The Instrumental History of Jazz*, nominated for 1998 Grammy Award for Best Interactive.

- Art directed and designed Web and Enhanced CD projects focused on entertainment channel
- Developed content architecture, screen requirements and user experience strategies

**Atomic Graphics and Toast** Boston, MA

**Art Director, July '94 – June '96**

Worked as an art director for two design and marketing firms. Developed marketing and identity solutions for numerous clients including K2, MIT, Messy International, NASA and The Smithsonian.

## education

**University of Massachusetts** Boston, MA

BA in photography and economics, received 1989

**Boston University, School of Visual Arts** Boston, MA

**Adjunct Professor, 2005 – Present**

Teaching graduate and undergraduate Web Design

**New England School of Art and Design (NESAD)** Boston, MA

**Instructor, July '95 – June '96**

Developed curriculum and taught classes in Design I, Design II, Photoshop and Digital Photography

**Boston University** Boston, MA

**MBA Program, 1990 – 1991**

**AIGA Member, 2004-present**

**MITX Member and Judge, 2004-present**

## accolades

I have been nominated, awarded and published for numerous projects throughout my career.

Horizontal Interactive Award, **Blue Cross Blue Shield**

WebAward, 2005, **Funusual**

WebAward, 2005, **Mission to Matrimony**

WebAward, 2005, **Fox Relocation**

MIMC Finalist, 2003, **HBO Match Game**

MIMC Finalist, 2002, **Polaris Ventures Website**

Grammy Nomination, 1998, **“Best Interactive”, The Instrumental History of Jazz**

HOW Magazine, 1998, **“Best promotional Website”** (SPD Corporate Website)

PIE Publishing, **“Great Direct Mail”**

PIE Publishing, **“Innovative Identities”**

PIE Publishing, **“Best Posters”**