

SCOTT MCFARLIN

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[experience]

- 06/2012 - Present **LUNCHBOX, LOS ANGELES**
CREATIVE DIRECTOR
Clients: Walmart, Unilever (AXE, Dove, Suave, Tresemme, Vaseline, Degree, Clear), T-Mobile, Kraft (Kraft Master Brand, Gevalia, Maxwell House), Mars(M&Ms, Snickers, Milky Way), Mattel (Barbie, Hot Wheels, Monster High) Fisher-Price, Hasbro (Furby, Nerf, Elmo), Johnson & Johnson(Tylenol, Clean & Clear, Motrin, Band Aid, Neutrogena, Aveeno), Cody Beauty (Lady Gaga Fame Perfume, NYC Cosmetics and others), Microsoft, Safeway, Columbia Sportswear, Nestle, Intel, Disney.
- 05/2009 - 05/2012 **RAZORFISH, LOS ANGELES/SAN FRANCISCO**
ASSOCIATE CREATIVE DIRECTOR
Clients: Intel, Microsoft, InfinityWard(an Activision Company)
- 07/2006 - 04/2009 **TBWA\CHIAT\DAY\TEQUILA, LOS ANGELES**
ASSOCIATE CREATIVE DIRECTOR
Clients: Mars USA/Uncle Ben's & Pedigree, Energizer, Pepsi, Gatorade, P&G/PUR, Pioneer, Boost Mobile, UNICEF, The Grammy Awards, Shutterfly, VISA, Hoover
- 12/2000 - 06/2006 **AGENCY.COM, SAN FRANCISCO**
CREATIVE DIRECTOR (01/04-06/06) - SENIOR ART DIRECTOR (12/00-01/04)
Clients: Miller Brewing, eBay, PayPal, Adidas Golf(TBWA\Chiat\Day), Ask.com, Fox Entertainment, Shutterfly, IndyMac Bank, Discovery Channel, TLC, Pizza Hut, Diet Coke, MandalayBay Resorts, LasVegas.com, Wells Fargo, Visa, Sears, Chicago Board Options Exchange, Academy of Art College, Dey Pharmaceuticals, Ntt/Verio, Kodak, Butterball, HSN.com
Awards: Horizon Interactive Awards 2006 – Gold Sales/E-commerce & Silver Banner/Email Ad
IAC Awards 2006 – Outstanding Online Rich Media Campaign & Best Microsite/Landing Page
IAC Awards 2005 – Best Beverage Rich Media Online Campaign
iNova Awards 2005 – Bronze Marketing Banners
WebAwards Competition 2005 – Standard of Excellence WebAward
International FAB Creative Excellence Awards 2005 - Finalist Banner Advertising
WebAwards Competition 2004 – Standard of Excellence WebAward
International FAB Creative Excellence Awards 2004 – Finalist Banner Advertising
- 06/1999 - 12/2000 **ORGANIC, INC., SAN FRANCISCO**
ART DIRECTOR
Clients: GAP, Old Navy, Banana Republic, The Home Depot, Blockbuster, MasterCard, Textbooks.com, Guild.com, Law.com, Rx.com, Signature Networks, Hoovers Online, Providian Financial, Driving.com
Awards: @d:tech World – Bronze Best Pop-Up Advertisement
- 01/2000 - 06/2000 **ACADEMY OF ART COLLEGE, SAN FRANCISCO**
INSTRUCTOR
Taught graduate classes on Web/interface design. Participated in the Independent Study Program, teaching and mentoring graduate students one on one.
- 06/1998 - 12/2000 **WAX, SAN FRANCISCO**
SELF-EMPLOYED/FREELANCE
Clients: Special Olympics Northern California, J. Walter Thompson, Intel, Eveo.com, Bigstep.com, Kirshenbaum Bond & Partners, PeopleSoft, Chhandam School of Kathak Dance, Soul Funk Clothing, Center for Hip Hop Education, Pacific Rod & Gun Club
- 10/1995 - 12/1998 **BLUEWATERS MULTIMEDIA STUDIO, SAN FRANCISCO**
MULTIMEDIA ARTIST - INTERACTIVE DESIGN, VIDEO, BROADCAST & MOTION GRAPHICS
Clients: Macromedia, GoLive Systems, Sony Electronics, The Sak, Apple Computers, Adobe, Levi's, Ziff-Davis, Sun Microsystems
Awards: Macromedia Shocked Site of the Day: 10/19/1998

[education]

SAN FRANCISCO STATE UNIVERSITY, BACHELOR OF ARTS

Concentration: Fine Art Major w/emphasis on Conceptual Design and Information Arts (New Media Design)