

SCOTT MCFARLIN

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Experience

02/2020 - Present
Los Angeles

WHITEMOON DREAMS **INNOVATIONS LAB PRODUCT DESIGNER**

I lead all aspects of product design including ideation, research, competitive analysis, UX and UI for an emerging eLearning SaaS platform.

01/2015 - 08/2019
Los Angeles

TELESCOPE, INC. **CREATIVE DIRECTOR, UX/UI, PRODUCT DESIGN**

I was responsible for concept, product roadmap, UX, and design of custom client projects as well as digital applications and company platforms. With a small team of 3 designers I mentored as well as worked hands on in all aspects from pitches to UX to design. Projects ranged from creating white labeled web applications, web/mobile sites, mobile applications and proprietary web platforms for some of the biggest names in entertainment.

Clients: ABC, American Idol, Americas Got Talent, Asias Got Talent, Billboard Music Awards, BBC, CBS, CNN, Coke, Dancing with the Stars, E!, ESPN, Facebook, Formula E, FOX, Francis Ford Coppola, Google, Hulu, IHeart Music Awards, Miss Universe, Nasa, NBA, MTV, NBC, Nickelodeon, The Oscars, PBS, TLC, Univision, US Cellular, Vans, VH1

06/2012 - 12/2014
Los Angeles

LUNCHBOX **CREATIVE DIRECTOR, CONTENT, UX/UI, PRODUCT DESIGN**

My role included new business pitches, client relationships, managing a department of up to creatives and the work it produces as well as overseeing staffing budgets. I lead UX for web and product development, established best practices and mentored creative staff. Projects focused on original video content, social influencer programs and web/mobile sites.

Clients: Walmart, Unilever (AXE, Dove, Suave, Treseemme, 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, Microsoft, Safeway, Columbia Sportswear, Nestle, Intel, Disney

05/2009 - 05/2012
Los Angeles/
San Francisco

RAZORFISH **ASSOCIATE CREATIVE DIRECTOR**

Focused primarily on Intel, I was part of a team that grew the account to \$18 million annually. Responsibilities include leading Intel.com global web and mobile design. Setting global guidelines for over 40 regional sites. Lead marketing consumer campaigns for product launches.

Clients: Intel, Microsoft, InfinityWard(an Activision Company)

07/2006 - 04/2009
Los Angeles

TBWA\CHIAT\DAY\TEQUILA **ASSOCIATE CREATIVE DIRECTOR**

Lead conceiving, art direction and design of digital advertising campaigns and websites. Work closely with Offline marketing team to develop integrated 360° marketing campaigns

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
San Francisco

AGENCY.COM, San Francisco **CREATIVE DIRECTOR (01/04-06/06) - SENIOR ART DIRECTOR (12/00-01/04)**

Lead conceiving, art direction and design of digital advertising campaigns and websites.

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

06/1999 - 12/2000
San Francisco

ORGANIC, INC. **ART DIRECTOR**

This was the earliest days of online advertising and many innovations were invented that set the groundwork for things still in practice today. I lead conceiving, art direction and design of digital advertising campaigns.

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

Education

SAN FRANCISCO STATE UNIVERSITY **BACHELOR OF ARTS**

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