



SCOTT WOLFE CREATIVE DIRECTOR

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PROFILE

Award-winning Creative Director with 15+ years of experience driving innovative brand storytelling, multi-channel marketing campaigns and high-impact visual identities. Reputed for working with cross-functional teams, developing and executing strategic creative vision and delivering data-driven solutions that elevate brand equity and consumer engagement. Proven success in creative direction, digital transformation and content strategy for Fortune 500 companies, agencies and emerging brands. Passionate about fostering a culture of creativity, collaboration and strategic thinking to push the boundaries of design and marketing.

SKILLS

Creative and Art Direction, Graphic Design, Interactive Design and Development, UI/UX, AI and Machine Learning, Branding and Identity Design, Product Design and Leadership, Design Systems, Brand Strategy, Print and Traditional Design, Digital Advertising, Copywriting, Storytelling, HTML, CSS, Adobe Creative Suite, Figma, Sketch, Healthcare Technology, Marketing Management, Team Leadership, Pitching, Presentations.

SUCCESS HIGHLIGHTS

- Handled multiple projects for Fortune 500 companies, including Nestle, Dreamworks and NBCUniversal, driving brand visibility, ROI and customer engagement
- Received accolades and features from Communication Arts, Rolling Stone, AIGA, How Magazine and 14 American Graphic Design Awards
- Helmed creative strategy and execution, scaling brand identity and digital presence across 12 markets, boosting customer engagement and increasing revenue streams

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR: Innit | Redwood City, CA 01/2022 to Present

Hired based on stellar reputation to drive innovation, elevate brand presence and craft high-impact digital experiences that fuel engagement, revenue growth and strategic partnerships.

- Spearheaded the UI/UX strategy for Roche Pharmaceuticals' Phil app, achieving 400,000+ downloads and a 50% user retention rate after the first month, with over 10 million annual recipe views
- Partnered with C-suite on market strategy, supporting fundraising, M&A discussions, and investor pitches, directly influencing enterprise deal negotiations and corporate growth initiatives

- Directed marketing campaigns for Intermarché and Carrefour, implementing shoppable and nutritional scoring technology across 40,000+ SKUs, improving consumer engagement, and driving sales conversions
- Crafted high-converting sales strategies and design assets that secured partnerships with Walmart, Nestlé, PepsiCo, and Diageo, directly contributing to revenue growth and enterprise expansion
- Defined the creative vision for the AI-powered Innit Food Intelligence Platform, delivering industry-leading personalization and expert validation for retail, healthcare, and food sectors
- Developed Nestlé's first shoppable experience, integrating real-time inventory tracking via Walmart/Instacart, driving a 3x ROI in sales volume across four major brands

CREATIVE DIRECTOR/STRATEGIST: Independent | Remote 06/2019 to 12/2022

Served as a strategic creative leader, delivering high-impact brand solutions through innovative design and storytelling, fostering client growth with a focus on collaboration, efficiency and measurable outcomes.

- Guided end-to-end creative direction and strategy for 6+ clients, delivering tailored branding and marketing campaigns that achieved a 4.9/5.0 client satisfaction rating
- Designed and implemented reusable assets, reducing production costs by 30% and streamlining workflows for future projects
- Enhanced project efficiency by minimizing revision cycles and optimizing creative processes, resulting in improved turnaround times and client satisfaction
- Managed 1-2 projects simultaneously with a 100% on-time (and often early) delivery rate, ensuring high-quality results within budget constraints

CREATIVE DIRECTOR: REX | Woodland Hills, CA 06/2016 to 06/2019

Owned all aspects of creative direction, leading strategy, design and execution across multiple channels to build brand identity and drive engagement per business objectives

- Led high-impact, multi-channel campaigns that delivered 4:1 to 6:1 ROAS, including targeted digital ads, TV, and OOH placements, driving brand growth and market penetration
- Produced national ad campaigns with celebrity endorsers like Kurt Warner and Justin Turner, amplifying brand authority and generating widespread media coverage
- Conceptualized and developed a cutting-edge AI-driven interactive sales tool, garnering national press attention and enhancing the consumer experience in home buying
- Crafted \$60M+ capital investment fundraising materials, aligning creative vision with business strategy to secure funding and support
- Liaised cross-functionally with marketing, sales, and operations to streamline brand messaging, optimize consumer experiences, and maximize ROI on all initiatives

CREATIVE DIRECTOR: Bound | Santa Monica CA 06/2014 to 05/2016

Oversaw creative projects, blending cutting-edge technology with compelling digital content to craft immersive experiences and drive innovation that accelerated sales and brand growth

- Executed the full scope of digital production, from 3D environments to video assets, elevating user engagement and brand visibility.
- Championed the development of key projects, including experimental applications, proof of concept, and functional demos

SENIOR CREATIVE: M-GO - Technicolor & Dreamworks Animation | Culver City, CA
06/2013 to 07/2014

Executed consumer and business facing design, advertising and marketing creative while liaising with C-Level executive team on major external and internal initiatives.

- Built email marketing campaigns growing audience from 500k to over 2 million subscribers
- Led a corporate brand refresh, overseeing strategy, visual design, and copywriting to elevate brand identity; collaborated with product development to ensure seamless consistency across platforms

PREVIOUS EXPERIENCE

CREATIVE DIRECTOR/FOUNDER: Visible Theory Pasadena, CA

- Established and launched a full-service design firm and attracted a client base in a multitude of industries
- Performed branding, print and interactive design services for clients such as Avery Dennison, Motorola and Hangar One Vodka; built the Hangar One Vodka brand from the ground up and served as AOR

SENIOR ART DIRECTOR: The Cimarron Group Hollywood, CA

- Managed and directed high-level projects for clients, including American Express, Sky Mall, Universal, Sony and MGM and designed and developed 50+ interactive projects from websites to DVDs

Client List (Additional Clients Available Upon Request): American Express, Auto Zone, Avery Dennison, Baxter of California, Dreamworks, FX Networks, Hangar One Vodka, Jefferson Airplane, Leonardo DiCaprio, Motorola, Nestle, Roche, Sky Mall, Sony, Technicolor, NBCUniversal, Walmart, Warner Bros