SCOTT MEMBERG

Art Director | Associate Creative Director | Brand & Experiential Design

San Tan Valley, AZ | Open to Relocation to North Carolina
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SUMMARY

Art director and creative leader experienced developing brand systems, integrated campaigns, motion, digital, print, and experiential design. Guides visual direction from concept through final production, translating ideas into cohesive creative across multiple channels. Combines conceptual thinking, hands-on design expertise, team leadership, and production knowledge to deliver work that is visually strong, strategically aligned, and ready for execution.

CORE STRENGTHS

Art Direction | Creative Direction | Brand Identity | Visual Systems | Integrated Campaigns | Concept Development | Experiential Design | Environmental Graphics | Digital and Social Campaigns | Motion and Broadcast Design | Presentation Design | Team Leadership | Creative Reviews | Production Oversight | Cross-Team Collaboration

EXPERIENCE

Senior Graphic Designer

Mr. Olympia Productions / Wings of Strength, JW Holdings
Phoenix / Chandler, AZ | 2024 - 2025

- Led visual direction and design execution for Mr. Olympia, Rising Phoenix, and regional events across environmental, large-format, broadcast, digital, sponsor, and promotional graphics.
- Developed cohesive visual systems for expo entrances, hall banners, stage graphics, LED displays, sponsor walls, signage, and branded event environments.
- Translated campaign concepts and brand direction into production-ready creative across physical and digital applications.
- Led project status meetings with the Art Director, Events Director, and vendor coordinator, aligning stakeholders and production partners around deadlines and approvals.
- Coordinated with printers, media suppliers, and production vendors to maintain visual quality through final output.
- Supported on-site execution at the Las Vegas Convention Center, including large-format installations and environmental graphics.

Graphic Designer

Birddog Interactive
Scottsdale, AZ | 2023 - 2024

- Created animated advertising, motion graphics, and digital campaign assets for Microsoft global social media and product marketing initiatives.

Digital Designer

Casino Arizona
Scottsdale, AZ | 2022 - 2023

- Developed promotional graphics, motion content, and digital signage for entertainment, gaming, dining, and hospitality campaigns.

Digital Art Director

Larry John Wright Advertising
Mesa, AZ | 2012 - 2022

- Led creative development across video, digital, print, advertising, campaign, and presentation projects for regional and national clients.
- Developed concepts, visual direction, layouts, campaign systems, and executive-facing presentations from initial brief through final delivery.
- Directed designers, developers, video teams, clients, and production partners while maintaining visual consistency and project deadlines.
- Redesigned internal creative workflows and production systems, enabling the studio to manage approximately five times its previous project volume.

Design Team Lead, Web Production

GoDaddy Operating Company, LLC
Tempe, AZ | 2011 - 2012

- Managed a five-person design team, assigning projects, reviewing creative quality, coaching designers, and improving web-production workflows.

EARLIER ART DIRECTION & DESIGN EXPERIENCE

Additional roles include Senior Designer, Art Director, Production Designer, Creative Lead, and Interactive Designer.

- Developed branding, advertising, broadcast, digital, print, signage, environmental, and promotional creative from concept through production.
- Contributed to national entertainment marketing and digital initiatives for VH1, MTV, and Nickelodeon.
- Created interactive campaigns and marketing experiences for national brands across print and digital platforms.
- Taught graduate students graphic design software and Mac-based production workflows at Boston University.

EDUCATION

Bachelor of Fine Arts, Graphic Design
Boston University

TOOLS

Design: Adobe Photoshop, Illustrator, InDesign, Figma, PowerPoint
Motion & Visualization: After Effects, Premiere Pro, DaVinci Resolve, Blender, SketchUp
Digital & Production: WordPress, Elementor, HTML/CSS, Google Workspace, Microsoft Office