

IF YOU'RE CURIOUS: HERE ARE A FEW THINGS ABOUT ME

I lead visual design and engagement initiatives to build strong brands. My overlapping areas of expertise include strategy & art direction, interactive design, user-experience design, and front-end development. I'm well-versed in the challenges and opportunities for engagement online, industry best practices, and emerging technologies and applications.

Select accounts include: **Condé Nast Interactive (Glamour, Allure, Brides), Rodale (Men's Health, Women's Health), Mass General Hospital, CVS, J Jill, Saks 5th Ave, Rue La La, Coty, Reckitt Benckiser (Clearasil, Resolve, Finish).**

Experience as agency art director, independent contractor, and business owner allows me to provide hi-caliber creative services to clients in a range of sectors. I have an **MA in Design from Central Saint Martins**, London UK. While in London, I researched emotional branding & psychology in advertising, produced a 3-floor exhibition at the OXO Tower, and worked for **Wallpaper*** magazine.

I'm passionate about decision making on & offline, as well as new technologies and applications. As a proficient front-end and WordPress developer, I'm familiar with CMS architecture and functionality, as well as HTML5, CSS3, jQuery, and responsive design for mobile media.

Portfolio: www.scarlettcoley.com

Dribbble: www.dribbble.com/scarlettcoley

LinkedIn: www.linkedin.com/in/scarlettcoley

IRIS WORLDWIDE | Senior Interactive Art Director

New York, NY | November 2011 – Present

Staff interactive art director at global 360 agency. Accounts include: **Finish, Resolve, Clearasil** for Reckitt Benckiser, **Coty, Saks 5th Ave**, and new business (Nivea, Adidas, Sony).

CONDÉ NAST INTERACTIVE | Interactive Art Director

New York, NY | July 2011 – November 2011

Full-time contract interactive art director serving all brands within the Interactive Group. UX and interactive design work on platform redesigns and new initiatives for **Glamour, Brides, Allure**. Worked with creative directors to produce sophisticated and technologically relevant products.

BRUNELLO CREATIVE | Interactive Art Director

Boston, MA | August 2009 – May 2011

Staff art director providing strategy, direction, interactive design, IA/UX, front-end development in a range of sectors. Clients include: Rodale and Condé Nast websites such as **Men's Health, Women's Health, Prevention** and **Self**.

ONGOING FREELANCE | Interactive Art Director

Various Cities | August 2002 – Present

Select clients include: **Rue La La, J.Jill, Mass General Hospital, Fenton, ASPCA, CVS, EchoNest, Scarlet Magazine UK, (add)ventures, Cambridge BioMarketing, Creative Slice**. Creative for agencies and in-house departments, as well as private clients. Specializing in art direction & strategy, web design, front-end development, WordPress theming, branding.

DODIER & COMPANY | Integrated Senior Designer

Tucson, AZ | March 2006 – July 2008

Staff senior print & web designer at advertising/marketing agency. Campaigns for shopping center and real estate clients nationwide. Responsible for design of campaign collateral and the digital department with web and email marketing, design, front-end development.

WALLPAPER* MAGAZINE | Designer, Illustrator

London, UK | April 2005 – June 2005

Grad student contractor for art department run by celebrated creative director Tony Chambers. Credited in issues 77–79.

EDUCATION

MA Interdisciplinary Design

Central Saint Martins, University of the Arts | London, UK

BFA Visual Communication

College of Art, University of Arizona | Tucson, AZ

AWARDS & EXHIBITIONS

Webby Honoree & Nominee, for several websites | 2011

The Davey Awards, gold award for website design | 2010

American Graphic Design Awards/GD USA, certificate of excellence for website design | 2010

Autopoiesis, exhibiting artist & organizer | Tucson, AZ | 2007, 2008

Inside Out: Discussions in Applied Imagination, exhibiting artist & organizer | London, UK | 2006

Emerging Artists in New Media & Design, exhibiting artist | Tucson, AZ | 2004

BFA Graduate Exhibition, exhibiting artist | Tucson, AZ | 2004

Annual Juried Viscom Exhibition, Best of Show, 3 gold & 1 silver award | Tucson, AZ | 2002, 2003

REFERENCES

Available by request, or: www.linkedin.com/in/scarlettcoley