Scott Bednar

Today

Nov

2015

Sep

2014

2013

Jun

2010

Inventive Digital, Motion & Video

www.scottbednar.com contact@scottbednar.com



262.939.2979



Bachelor of Fine Arts Communication Design (2010) Milwaukee Institute of Art and Design Advertising Minor (Marquette University)

Associate of Applied Science Architectural Technology (1994) Milwaukee Area Technical College

Director, Digital Production Blue Chip Marketing Worldwide | Northbrook, IL Manage small design team creating innovative digital

Manage small design team creating innovative digital display ads, social media content, and rich media ad units across CPG brands • Oversee content creation through use of photography, video production and editing, and motion graphics • Collaborate with digital and social strategy, copywriting, and business teams to ensure brand consistency and campaign relevance

Senior Visual Designer

Walgreens | Chicago, IL

Concepted and designed Walgreens.com pages and email campaigns for millions of consumers • Collaborated with UX, copywriting, development and business teams to ensure brand consistency, relevance and usability • Presented work and concepts to business leadership • Guided and mentored junior level creatives

Adjunct Professor - UX Design

Milwaukee Institute of Art and Design | Milwaukee, WI

Taught UX design process as an upper-level college course

Explored user-centered design, contextual research and analysis, design, and evaluation of user-experience

Senior Interactive Designer DCI-Artform | Milwaukee, WI

Designed enterprise-level interactive applications for Fortune 100 clients in automotive, retail and cosmetics • Art direction and production of video and motion graphics content • Guided and mentored junior level creatives • Instrumental in building digital design team

Hands-on tools & skills bring it all to life.



