Scott Bednar

Digital, Content, Motion & Video

www.scottbednar.com

contact@scottbednar.com

262.939.2979

Education

**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

Today

Director, Digital Production
Blue Chip Marketing Worldwide | Northbrook, IL

Lead creative vision and mentor digital designers in creating innovative digital display ads, social media content, rich media, and ecommerce ad units across CPG, food, and beverage brands • Oversee original content creation through use of photography, video, and motion graphics • Collaborate with integrated media, content strategy, analytics, copywriting, digital vendors and business teams to ensure brand consistency and optimize creative performance • Scheduling and budget planning for photoshoots • Research and integration of AI tools

Nov 2015

Senior Visual Designer
Walgreens | Chicago, IL

Concepted and designed Walgreens.com content and email campaigns for Balance Rewards loyalty program and coupon hub • 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

Sep 2014

2013

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

Visual and UI designer for enterprise-level interactive applications for Fortune 100 clients in automotive, retail and cosmetics • Art direction and production of digital, video, and motion graphics content • HTML email creation • Guided and mentored junior level creatives

Jun 2010

Tech skills

Adobe Creative Suite
Photoshop. After Effects, Premiere, Illustrator, InDesign, Media Encoder, Animate, Audition

Basics & Learning
MidJourney, HTML5, Adobe XD, Figma, Frame.io, Lightroom

Areas of expertise

Digital Design	Content Creation	Web & Social
Video Production	Video Editing	2D Motion Graphics
Photography	Art Direction	UX Principles
Mentorship	Leadership	AI Tools