



To whom it may concern,

My name is Scott Bellina, and I am currently seeking a freelance or a full-time Senior-level Design or Creative Director position. I have over 11 years of art direction and design management experience in the interactive field. I also have an extensive graphic design and brand identity design background as well. I've been residing in New York City for the past 8 years, currently freelancing. My most recent full-time position was Creative Director at eMusic.com, an online subscription-based service which caters to music enthusiasts.

Please review my online portfolio* to get a clearer picture of my talents, experience, and client base. My résumé begins on the next page of this document. Thank you for your time, and I look forward to hearing from you!

Kind regards,

mobile: 917.991.9428

scott@scottbellina.com

*portfolio available at scottbellina.com

■ eMusic, Inc.

New York, NY (October 08 – August 09)

Creative Director — providing creative direction and design for eMusic.com's in-house creative services department. Tasks include overseeing the creative direction and design of eMusic.com and all software applications, eMusic's direct marketing and business development print materials, managing projects and creative staff of three designers, a copywriter, and multiple freelance resources.

■ Interactive Partners, Inc.

New York, NY (Jul 05 – Oct 08)

Freelance Creative/Art Director — providing art direction and design for web interfaces and brand development projects. Clients include Madison Square Garden Entertainment, BBC America, the FUSE channel, and the IFC Network.

■ AKA Advertising, Inc. (currently SapientNitro)

New York, NY (May 04 – Jul 05)

Senior Designer — providing art direction and design for consumer retail advertising; primary emphasis on environmental in-store presentation for Foot Locker/Champs in collaboration with NIKE, Reebok, Timberland, etc. Projects included advertising, marketing initiatives, corporate id, catalog design, environmental graphics, and web design.

■ SME, Inc.

New York, NY (Apr 02 – May 04)

Assoc. Creative Director/Art Director — providing art direction and design for professional and collegiate sports branding, advertising, & marketing initiatives; specializing in corporate identity, team-apparel design, environmental graphics, and web site interface design.

■ TEEN PEOPLE® (Time, Inc.)

New York, NY (Dec 01 – Apr 02)

Senior Creative Services Designer — provided art direction and design for all marketing, sales, and promotional materials for *Teen People* magazine. Projects included creating co-branded sales presentations, design collateral for promotions, environmental event graphics, media kits, and in-book ads and advertorials

■ COSMOPOLITAN® (Hearst Magazines)

New York, NY (Apr 01 – Dec 01)

Freelance Designer — designing editorial spreads and fashion lay-outs for *Cosmopolitan* magazine; design conceptualing of Front-of-Book departments and articles, 'Well' feature articles, Fashion/Beauty features, and Back-of-Book departments; developing photo usage/layout, iconography, and typographic solutions throughout

■ Rare Medium, Inc

Dallas, TX (Jun 98 – Apr 01)

London, UK (May 00 – Nov 00)

Creative Lead/Senior Designer — (Dallas; Global Production Division) led visual design teams and creative efforts on projects of \$5 million and above; art direction and design of graphical user interfaces for web sites and multimedia CD-ROMs; led creative teams with execution of exploration and production deliverables; responsible for client deliverables (i.e. creative briefs, creative standards manuals, competitive analysis documentation); establishing internal brand awareness and corporate standardization internally throughout Rare Medium, Inc

Creative Lead/Associate Creative Director — (London) provided creative direction for all projects; incorporating Rare Medium methodology into the newly acquired office; hiring creative staff



Scott Bellina
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📊 Louisiana State University

Bachelor of Fine Arts — *Graphic Design*; May 1998

📊 AIGA (American Institute of Graphic Arts)

Member, New York Chapter (Fall 02 – Present)

LSU Chapter President (Fall 97 – Spr 98)

1998 New Orleans AIGA Awards — Student Best of Show; Student Bronze Medal Recipient;
2 Citations of Excellence

DSVC (Dallas Society of Visual Communication)

Member (Fall 98 – Spring 01)'Fresh Face' May 2000

1999 WebAward Web Site Competition

Outstanding Website Award — www.dallasstars.com

Ad Federation of Greater Baton Rouge (7th District)

1997–1998 Honorary Membership Recipient

1997 ADDY Award — *Legacy Magazine*

GDSA (Graphic Design Student Association — Louisiana State University)

President (Fall 97 – Spr 98)

ADDA (Art Director's and Designer's Association) of New Orleans

1996 ADDA awards — 2 citations of excellence

1998 Southeastern Journalism Conference

Best of Show — *Legacy Magazine*; Silver Medal (Best Layout); Silver Medal (Illustration)

1998 STAR Awards (Student Talent Advertising Recognition)

Best of Show — Corporate Identity Concept Development

📊 Software Skill Set

Expert knowledge in the following primary design software applications:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Microsoft Office, QuarkXpress, Dreamweaver, Flash (animation only), Basic HTML

📊 Client list

adidas	Kappa	SME, Inc
Atlanta Thrashers	Kids Foot Locker	Sports Capital Partners
Bank One	Lady Foot Locker	Sports Marketing Japan
BBC America	Madison Square Garden	Sports Standings.com
BBC Worldwide	Major Indoor Soccer League	Sterling Software
The Beacon Theatre	Major League Baseball	Tabasco™
Bootzwalla	Match bar (UK)	Tease Salon NYC
BrandThink	Matrix Haircare	Teen People Magazine
Canadian Football League	MetaSolv Software	Texas Rangers Baseball
Cellular One	Mighty Ducks of Anaheim	Timberland
Champs Sports	MSG Network	Tracy-Locke Partnership
Columbus BlueJackets	Müller Dairy Ltd (UK)	USA Film Festival
Corning	NASCAR	United States Olympic Committee
Cosmopolitan Magazine	National Basketball Association	Washington Capitals
Court TV	National Football League	Vial, Hamilton, Koch & Knox
Dale Earnhardt Inc	National Hockey League	
Daniel K Jewelry	NCAA	
Domino's Pizza	Nike	
eMusic.com	Nuclear Threat Initiative	
FIFA	New York Rangers	
Foot Locker	Passionate Entertainment, Inc	
Footaction	Quinnipiac University	
FUSE Channel	Radio City Music Hall	
IFC (Independent Film Channel)	Raylle Motors	
Interactive Partners	Showtime Sports	



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