

Freelance Creative/Art Director

2010 Recent Projects/Clients:

Samsung.com/ The Barbarian Group
 Petrohawk Energy Corporation Website & Annual Report/ Bellina Creative Design
 Le Foret Restaurant, New Orleans/ Bellina Creative Design
 Al Jazira Sports/ SME Branding Europe
 Viagra, Animas, Benefiber, Nicotinell, Realize Solutions, Volkswagen/ Tribal DDB
 Footlocker Inc/ Sapient-Nitro; Kraft Foods/ 360i

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, BBC Worldwide, 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.

COSMOPOLITAN® (Hearst Magazines)

New York, NY (Jul 01 – Apr 02)

Freelance Designer — designing editorial spreads and fashion lay-outs for *Cosmopolitan* magazine; design concepting 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 (Jan 00 – Apr 01); London, UK (May 00 – Nov 00)

Creative Lead/Associate Creative Director — 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 client deliverables. Provided creative direction for all projects; incorporating Rare Medium methodology into the newly acquired London office; hiring creative staff

Luminant Worldwide Corporation (formerly i.con interactive)

Dallas, TX (Feb 99 – Jan 00)

Art Director — art directed and designed graphical user interfaces for web sites and multimedia CD-ROMs, as well as print collateral and tradeshow display



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



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