

# Alexandra Scott

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## SUMMARY

I am a motivated, multidisciplinary creative professional who values innovation, quality and individuality. I excel in both linear/process and creative thinking and problem solving, I possess the ability to quickly apply acquired knowledge, work successfully in deadline-driven environments, and collaborate effectively and lead teams to get results. My ideal environment is one in which I may both contribute and learn with like-minded colleagues.

## PORTFOLIO

[www.laughingtart.com/portfolio/](http://www.laughingtart.com/portfolio/)

## PROFESSIONAL EXPERIENCE

### **Creative Principal & Managing Partner**

*The Incredible Pear, Alexandria, VA — 2006 to present*

- ♣ Co-founded a boutique graphic design and application development company;
- ♣ Develop targeted web, print and application design project proposals and pitches for organizations from small business and not-for-profit to fortune 500 companies;
- ♣ Provide project strategy, creative direction, information architecture and design, visual identity development and graphic design services in a variety of media for a variety of clients, including the Public Broadcasting System and Gate Gourmet International;
- ♣ Execute web development and print production on tight deadlines within budget and ahead of timelines;
- ♣ Manage projects from proposal to completion including contract negotiation, communication, schedule management, accounting, and documentation.

### **Interactive Art Director & User Experience Lead**

*Ogilvy Public Relations Worldwide, Creative Studio, Washington DC — 2005 to 2006*

- ♣ Developed successful user experience strategy and tactics for a variety of interactive projects for clients including Johnson & Johnson, DuPont, Epilepsy Foundation, Institute for Museum and Library Services, American Democracy Institute, National Institutes of Health, The California Wellness Foundation, U.S. House of Representatives, Snap-on, HIV Vaccine Research (NIAID), and others;
- ♣ Served as information architecture, visual design and user-centered strategy lead on projects from not-for-profit advocacy and archiving to complex e-commerce environments;
- ♣ Provided art direction and visual design guidance for creative team;
- ♣ Coordinated closely with print, broadcast and online marketing teams to deliver seamless, integrated interactive campaigns;
- ♣ Delivered high-impact new business creative and client presentations.

### **Director, Information Architecture and Design**

*Public Broadcasting Service (PBS), Alexandria VA — 1999 to 2005*

- ♣ Designed, produced and managed pbs.org, one of the most highly trafficked dot-org sites in the world, and winner of the 2004 Webby Award for Best Television Site;
- ♣ Designed and managed eCommerce integration within pbs.org TV schedules and search, leading a team of 5 to develop a solution in 4 weeks that resulted in a 3x increase in referral traffic and net revenue;
- ♣ Developed concept and information structure, designed, tested and implemented a new system-wide TV schedule service for pbs.org, including customizable schedule modules syndicated to over 95 public television stations;
- ♣ Conceptualized, designed, tested, and implemented a global cobranding, localization and navigation system for the more than 1,300 pbs.org content web sites that successfully allows stations to promote national content under both the local and national PBS brands, and users to connect with their unique local market content and scheduling through pbs.org's national portal;
- ♣ Designed, produced, managed, tested and implemented PBS special audience web sites including PBS TeacherSource (education portal), PBS Parents (family portal); and guided the development of PBS Kids and GO! (kids portals);
- ♣ Participated in the development of a station web site prototype and best practices guidelines for PBS member stations nationwide;
- ♣ Partnered with streaming video service contractors to create design and standards for searchable streaming video on key PBS program web sites including NewsHour with Jim Lehrer, the local/national nature portal American Field Guide, and Cooking with Julia Child;

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- ♣ Led project concept, design, development and testing and launch for PBS wireless initiative; and provided creative direction for deployment of two of the first interactive television pilots for Life360 and Cyberchase — placing PBS on the forefront of new media platform development;
- ♣ Created successful online promotional campaigns for high-visibility pbs.org programming including Ken Burns' Jazz, Bill Moyers' On Our Own Terms, and David Grubin's Napoleon;
- ♣ Developed presentations and moderated panels in industry conferences including PBS/NPR Interactive Summit, CPB Digital Roadshow, and SXSW;
- ♣ Successfully scheduled and managed resources for team of 4 designers, external contractors, and related technical resources for interactive department with up to 35 projects per quarter;
- ♣ Refined workflow and process for operations management that improved inter-departmental communications, significantly reducing time-to-launch and quality assurance for both short and long-term projects.

### Director of Training & Design / Publishing Consultant / Instructor

*Thomas J. Piwowar & Associates Inc., Washington, DC — 1993 to 1999*

- ♣ Improved resource and process management for publishing organizations including National Geographic and Washington Post, allowing operations to be streamlined and production budgets to be optimized;
- ♣ Wrote, produced, maintained and marketed high-quality training curriculum that increased enrollment approximately 20% over four years for major publishing tools such as Adobe Photoshop, QuarkXPress and others; major web development languages and tools including HTML, DHTML, JavaScript and Perl; and relevant publishing skills such as information design, basic graphic design, and project organization skills;
- ♣ Taught beginner to senior level design skills and software classes; and managed a training schedule for a full staff of instructors;
- ♣ Radically redesigned the concept and visuals for print marketing materials and direct mail publications that significantly increased visibility of the company, leading to increased training and consulting contracts.

### Security Assistance Officer & Acting Defense Attaché

*U.S. Embassy, Accra, Ghana — 1996 – 1997*

- ♣ Analyzed, planned and managed a \$300K U.S. Department of Defense budget for military cooperation, exchange and training programs in Ghana while liaison with U.S. European Command and U.S. Embassy;
- ♣ Coordinated joint military training exercises and negotiated and managed defense equipment sales.

### Professional Violinist – Accra National Symphony

*Accra, Ghana — 1995 – 1997*

### EXPERTISE

- ♣ User experience and creative strategy development;
- ♣ Information architecture and user scenario development;
- ♣ Visual and information design and direction for print and web;
- ♣ Technology planning and evaluation;
- ♣ Usability testing and analysis;
- ♣ RFP, proposal and specification development;
- ♣ Project, budget and resource management;
- ♣ Policy and standards development;
- ♣ Operations and workflow process creation and refinement;
- ♣ Staff mentoring and development;
- ♣ Writing, editing and presentation;

### HARDWARE/SOFTWARE

- ♣ Expertise: Photoshop, Illustrator, QuarkXPress, ImageReady, MS Office;
- ♣ Working knowledge: Flash, InDesign, Adobe Acrobat;

### DEVELOPMENT LANGUAGES/SYSTEMS

- ♣ Expertise: HTML/XHTML, DHTML, CSS, JavaScript;
- ♣ Working Knowledge: XML, Perl;
- ♣ Operating/File Systems: Mac OS X, Windows XP, UNIX;

### EDUCATION, TRAINING, AFFILIATIONS & AWARDS

B.A., Communications and Fine Arts, University of Denver

- ♣ Project Management certificate, SkillPath, Washington, DC;
- ♣ Conflict Management, Vantage Training, Alexandria, VA;
- ♣ Adaptable Leadership, Emerson Miller Group (Center for Creative Leadership program), Alexandria, VA;
- ♣ Photography Master Class with William Wegman, Corcoran School of Art, Washington, DC;
- ♣ AIGA, Professional member
- ♣ Webby Award, AIGA 50