# Scott Edward Parrish

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## PROFILE

**Talented Creative Professional**
Experienced In-House Agency Creative Director with a rich background in Graphic Design. Proficient in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign. Skilled in Strategic Brand Development, Cross-Functional Team Leadership, and High-Impact Campaign Execution. Known for streamlining creative processes and delivering innovative design solutions.

Seeking a creative position to continue designing impactful visuals.

## WORK EXPERIENCE

05/2025 – Current
Norfolk, VA

### Presentation Design Subject Matter Expert
BAFO Services LLC

- Designing winning proposals for federal government contracts featuring graphics specialist support including brand design, Org-Charts, Capability Statements, RFP/RFI covers, handouts/flyers, info-graphics, flow charts, etc.

07/2006 – 05/2025
Van Buren, MI

### Creative Director
Citigroup

- Spearheaded innovative design and execution of CitiBank and Cit Mortgage promotional content, leading a team to drive impactful campaigns through cross-functional collaboration.
- Fostered strong rapport among team members by providing constructive feedback on quality standards and design best practices, promoting employee engagement and professional development.
- Established project requirements that ensured optimal quality and timely delivery, while monitoring brand campaigns to maintain consistency across all collateral.
- Facilitated dynamic team meetings strategically focused on brainstorming innovative visual materials to significantly boost consumer engagement and drive sustainable business growth.
- Directed the creative department's workflow by adeptly delegating project workloads and instituting essential process improvements for seamless and efficient daily operations.
- Directed and edited video for ad and social media placement.
- Created and implemented digital and print marketing that boosted brand awareness.

01/1998 – 02/2006
Ann Arbor, MI

### Art Director
Interfist Mortgage

- Created sales support materials that enhanced client engagement and B2B communications.
- Designed comprehensive style guides to enhance brand consistency across platforms.
- Produced engaging and visually striking national convention materials that elevated the brand.

02/1995 – 01/1998
Farmington Hills, MI

### Senior Graphic Designer
Envision Interactive

- Collaborated effectively with clients to build strong, lasting relationships, assess their goals, and strategically identify business development opportunities with graphic designers.
- Produced compelling designs and content for digital and print communications, utilizing Adobe Creative Suite to elevate the corporate brand while driving profitable revenue growth.
- Created eye-catching brochures, banners, signs, website layouts, catalogs, and email blasts that showcased graphic design expertise and captured audience attention.
- Generated cohesive brands by designing unique logos and letterheads to enhance recognition.

## EDUCATION

1999 – 2003

### Graphic Design | B.A.
Mountain State University
*Beckley, West Virginia*

## TECHNOLOGIES

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- **Adobe Creative Suite**
- **Photoshop**
- **Illustrator**
- **InDesign**
- **Microsoft Office Suite**
- **Figma**

## SKILLS

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- Strategic Brand Development
- Cross-Functional Team Leadership
- High-Impact Campaign Execution
- Creative Process Streamlining
- Advanced Adobe Creative Suite Proficiency
- Innovative Design Solutions
- Effective Team Collaboration
- Client Relationship Management
- Visual Identity Creation
- Digital and Print Marketing Expertise
- Project Management Excellence
- Brand Consistency Enforcement
- Consumer Engagement Strategies
- Professional Development Advocacy
- Quality Assurance Implementation
- Dynamic Creative Direction
- Impactful Promotional Content Development
- Efficient Workflow Coordination
- Innovative Concept Ideation
- Client Satisfaction Enhancement
- B2B Communication
- National Convention Material Production
- Custom Graphic Design
- Corporate Brand Elevation
- Creative Team Coaching
- Logo and Letterhead Design
- Visual Brainstorming
- Promotional Strategy Formulation
- Seamless Project Execution
- Brand Campaign Monitoring

## STRENGTHS

# Creative # Detail-oriented # Collaborative # Adobe Suite proficient # Strong typography skills # Strong communication skills

Strategic Vision
Professional

Team Leadership
Professional

Brand
Development
Professional

Adobe Creative Suite
Professional

Excellent communication
Professional

Attention to detail
Professional