



## SCOTT GIESKE

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www.scottgieske.com  
www.scottgieskeart.com

## OVERVIEW

Energetic creative leader with a proven track record as a trusted adviser to clients and agency partners. My role within each and every engagement is simple – create solutions that not only meet my clients' needs and desires, but also leaves viewers with a compelling and memorable user experience. By tailoring elegant information design, smart creative and innovative technology, I strive to give clients an immediate return on their investment by driving the kind of brand engagement that adds true value to their business. My professional mantra is to inform immediately and engage often.

## EXPERIENCE

### Scott Gieske Art & Design • Belmont, MA

#### Artist / Design Director

June 2014 - Present

- Provide freelance creative services for a wide range of clients including America's Test Kitchen, BJ's Wholesale Club, Catalyst, Just Chill Beverages, Odgers Berndtson, Open Matters and Philips Design.
- Specialties include creative direction, art direction, graphic design, user experience design, online advertising, corporate branding, print collateral, pitching, and creative team management.
- Work closely with Client Executives, Account Directors and Project Managers to staff, estimate, and manage projects.
- Develop and manage client and partner relationships.

### The Boston Consulting Group • Boston, MA

#### Senior Manager of User Experience

April 2016 - October 2021

- I oversaw and managed the UX services for the Product Engineering Group. This group plays a large role within the IT organization at BCG. At a high level, their primary responsibility is to architect, design, build, and deploy custom applications, software, and digital interfaces for the firm. This group is also responsible for the managing of Business Intelligence solutions, which is a technology-driven process for analyzing data and presenting actionable information to help users make informed business decisions.
- I partnered with the UX Center of Excellence to help determine UX capacity for all current and future initiatives within BCG Global Services.
- I drove a user-centered design approach that optimized solutions around how users can, want, or need to use a specific product or solution.
- My team also ensured that all services and solutions shared a harmonized, intuitive and modern user experience, while always adhering to the BCG master brand.

### TIAA-CREF • Boston, MA

#### Creative Director

August 2013 - June 2014

- Worked with brand and marketing partners to help redefine TIAA-CREF's digital brand.
- Key member of the UX Senior Leadership team.
- Worked with the leadership team and extended partners, to establish collaboration, innovation, and partnership.
- Managed the digital creative team comprised of user experience designers, art directors, and visual designers from multiple locations including Boston, Charlotte, and New York.
- Provided daily direction on creative concepts and all visual design executions.
- Offered high-level creative vision for a suite of digital products used by individual investors, retirement plan administrators, and internal corporate associates.
- Developed the translation of the corporate brand standards for the entire digital landscape.
- Establish performance expectations and conducted regular performance evaluations for all creative team members.

### SapientNitro • Boston, MA

#### Associate Creative Director

June 2008 - March 2013

- Creative Lead for numerous books of business including ALZ Forum, Cigna, The Hartford Funds, Mohegan Sun Casino, Philips Healthcare, and Perkin Elmer.
- Managed teams comprised of information architects, user experience designers, art directors, visual designers, copywriters, and content strategists.
- Worked closely with Client Executives and Program Managers to staff, estimate, and manage projects.
- Developed and managed client relationships.
- Conceptualized, designed, and presented creative deliverables ranging from competitive analysis and pitch decks to design comps and interactive demos -- all created to help explain and navigate design solutions to key stakeholders.
- Proven ability to drive customer-centered design agendas in complex project environments.
- Inspired, mentored, and motivated team members to perform at their absolute best.



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## EXPERIENCE

### Digitas • Boston, MA

#### Associate Creative Director

January 2007 - June 2008

- Creative Lead for AARP, AT&T, General Electric, InterContinental Hotels Group, Sara Lee, and Staples.
- Provided daily direction on creative concepts and design executions based on brand appropriateness, target audience relevance, and business analytics.
- Worked closely with Account Directors and Project Managers to staff, estimate, and manage projects.
- Conceptualized, designed, and presented creative deliverables to help explain design solutions to clients.

### Mullen • Wenham, MA

#### Senior Art Director

May 2005 - January 2007

- Designed websites, microsites, animated banners, and html e-mails for 3Com, DHRA, Fidelity Investments, General Motors, Mass Mutual, Mass Tourism, and Trip Advisor.
- Cultivated modern design thinking, and exposed new creative solutions and project management ideas amongst peers and project partners.
- Conceptualized, designed, and presented creative deliverables.

### Ryan Partnership • Wilton CT

#### Senior Art Director

July 2003 - May 2005

- Designed websites, microsites, animated banners, and html e-mails for Mars, Nestlé, New Line Cinema, Unilever, and U.S. Smokeless Tobacco.
- Architected and designed the digital web experience for the Dove Skin Care product line.
- Initiated and developed amplification of online advertising, promotional marketing, and PR initiatives.
- Worked closely with the Executive Creative Director to estimate and manage digital projects.

### Miller Systems • Boston MA

#### Creative Director

September 2001 - July 2003

- Designed websites, microsites, and corporate branding for Computer World, Dialout.net, eMedicus, Endovia Medical, Grand Banks Capital, Newbury Networks, Progress Software, and Quorum Marketing Group.
- Key member of the Corporate Leadership team.
- Managed the visual creative team, and provided daily direction on creative concepts and all visual design executions.

### Agency.com • Boston MA

#### Senior Art Director

September 2000 - September 2001

- Designed websites, microsites, and corporate branding for Liberty International, Liberty Mutual, Marketspace U, Monitor Group, and Visa.
- Worked closely with Account Directors and Project Managers to estimate and manage projects.

### Bronner Slosberg Humphrey / Digitas • Boston MA

#### Senior Art Director

February 1999 - September 2000

- Designed websites and microsites for AT&T, Bausch & Lomb, Chefs, Dell Computers, Estée Lauder, FedEx, and Gillette.

## EDUCATION

### University of Cincinnati

#### College of Design, Architecture, Art and Planning (DAAP)

Cincinnati, OH

Bachelor of Science, Graphic Communication Design, 1994

Participated in the Professional Practice Program alternating three month quarters of academic study and professional, hands-on work experience.

### Thomas More College

Crestview Hills, KY

Associate of Arts, Business Administration, 1989

Men's Varsity Soccer Team, NCAA Division III