

SCOTT JOHN CRUZ

www.scottjohncruz.com

I'm a University of Illinois graduate with a BFA in Industrial Design and a focus on graphic design, user centered design and design research. Much of my work focuses on the shifting social psychologies we experience due to our evolving relationships with technology. Through extensive research and a firm understanding of the current age we live in, I aim to change and improve the interactions and connections we share with one another. Art and design is my format for personal expression; it keeps me motivated and happy.

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Freelance Designer

2019 - Current

2023

Working in collaboration with design studios and advertising agencies on various print, digital, object and spatial design projects. Industries have included healthcare, pharmaceutical advertising, hospitality, luxury retail and beauty.

Gibson & Dehn/Lead Designer

2018 - 2019

2018

Lead the design process for packaging materials and vessels for fragrant products including brainstorming, sketching and producing prototypes. Also responsible for the Gibson & Dehn retail branding and asset creation including web, social, print and spatial exhibition design.

H4B Chelsea/Senior Art Director

2017 - 2018

2017

Responsible for all facets of creative brand management and execution including design campaign exploration, layout of multiple digital and print assets, management of junior designers, and brand campaign art direction.

AbelsonTaylor/Art Director

2015 - 2017

2015

Responsible for managing multiple projects under multiple brands and overseeing both print and digital art direction, layout, and campaign concept exploration while maintaining brand and legal standards.

Huckleberry/Graphic Designer

2012 - 2013

2012

Working and collaborating with a team on various health and wellness programs for a plethora of different corporate clients. As the only designer, I was responsible for art direction and graphic design delivery of both print and web collateral.