

GARTH LINSCOTT

AWARD-WINNING ART & CREATIVE DIRECTOR

Creative Lead | Conceptual Thinker | Digital Landscapes & Design Expert | Imaging & Motion

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A self-motivated leader with extensive experience bringing innovation to art and digital design. Established reputation for driving large-scale project execution seamlessly while navigating agile, chaotic work environments. Proven track record of collaborating at all levels of the organization to define creative vision and execute digital and traditional channel products that exceed expectations.

AREAS OF EXPERTISE

Campaign Ideation, Concept, & Pitch | Adobe Creative Suite | DSLR Photography & Retouch | Brand Story Location Scouting & Pre-Production | Digital Marketing | On-Shoot & Post-Production Direction | UX Design Graphic Design | Celebrity Photo & Video Shoots | Brand Look, Feel & Voice | Lifestyle and Fashion Branding

PROFESSIONAL EXPERIENCE

Freelance Creative

Creative Direction & Content Creation

2018 – Present

With a proven and successful track record as a creative team lead specializing in end-to-end client partnership from pitch to live campaign, Garth offers a consultancy and content service that brings 17+ years experience in global brand-building, advertising, and creating effective and successful campaigns for high-profile brands. By always finding inspiring ideas that are well-balanced solutions to client needs, brand standards, and consumer insights, Garth excels in concepting and executing a singular idea across multi-channel platforms - including national tv advertising, on-air, social and e-commerce, as well as print and ad spaces of all shapes. Services include creative Strategy, design, and professional photography.

QVC INC., West Chester, PA

2005 – 2018

Senior Art Director of Brand Creative

2012 – 2018

Provided end-to-end client partnership, from pitch to finished product. Served as Creative Lead on most projects from 2016 onward, including helping Directors establish multi-channel branded content. Developed concepts and storyboards and collaborated with Managing Producers to brand video projects and cross-channel TV spots. Managed video and print art direction on shoots and in-edit. Developed and designed marketing materials and signage for internal / external clients.

Managing Motion Graphics Designer**2011 – 2012**

Created compelling, brand-right graphics for multiple platforms. Managed team of 5 direct reports. Interacted with internal clients, stakeholders, and creative leads to define expectations and manage the Post Graphics department.

Motion Graphics Designer**2005 – 2011**

Conceptualized and executed graphics and visual effects, including broadcast and cross-platform package design, compositing, 3d camera matching for CG / live composites, graphic design and 3d modeling / animation.

Eagle Entertainment

Producer and Designer**2003 - 2005**

Produced and created videos and informational graphics for a boutique production agency with clients in medical services, manufacturing and tech. Responsibilities included storyboarding and scripting, shooting video and editing, graphics and post production services.

ABC22 TV Savannah

Broadcast Graphics**2001 - 2003**

Produced and created videos, interstitials, and informational graphics for television broadcast for a regional television news station.

EDUCATION

- Master of Fine Arts (MFA), Film and Video, Savannah College of Art and Design, Savannah, GA
- Bachelor of Fine Arts (BFA), Graphic Design, Cazenovia College, Cazenovia, NY

AWARDS

- QVC Celebrates the Muppets Most Wanted
 - Cannes Jury Selection Direct Response Broadcast - TV, Radio and Infomercials
 - Cannes Jury Selection Media: Use of Branded Content & Sponsorship
 - Cannes Jury Selection PR: Integrated Campaign led by PR
- Hello Spring, 2014 QVC Seasonal Campaign
 - Bronze Telly
- Back to You 2013 QVC Seasonal Campaign
 - Silver Telly
- Ellen DeGeneres Ed On-Air Holiday Promo
 - Bronze Telly
- C.Wonder Brand Re-launch Promo
 - Bronze Telly