



# SCOTT MYLES

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Dynamic and innovative creative shared services manager with over 15 years of experience in publishing, graphic design, and brand development. Collaborative communicator adept at building relationships across departments and coordinating between stakeholders to develop products that achieve the creative vision. Imaginative leader with a great sense of design and a proven track record of bringing ideas to life. Persuasive and compelling professional able to effectively present and sell ideas to executives and project partners.

- Project Management
- Branding
- Stakeholder Relationships
- Team Building & Leadership
- Design & Copy
- Cross-functional Collaboration
- Ideation
- Photo Shoots
- Presentations

## DISNEY PUBLISHING WORLDWIDE / Glendale, CA / 2012-Present

*Creating award-winning books and magazines, lifestyle publications, and digital content.*

### Creative Shared Services Manager

Art direct and design for the vertical businesses of Disney Hyperion, Hyperion Teens, and Disney Books. Manage and motivate independent contractors to elevate designs, using constructive criticism and continued coaching. Co-manage one internal employee. Develop and execute branding, social media content (FB, Twitter, Snapchat, Instagram), print & digital ads, eblasts, corrugate displays, internal presentations, and promotional items for conferences and other marketing needs.

#### Key Accomplishments:

- Led department's strategy and rebranding to accommodate new cross-departmental projects while strengthening mission and identity.
- Redesigned Disney Books new online logo to be used across all online platforms.
- Ensured design quality and brand integrity for high profile projects including *Descendants: The Isle of the Lost* and Rick Riordan series, effectively managing cross-functional and cross-department communication.
- Restructured the project management system in collaboration with marketing managers and designers.

## NESTLE DESIGN GROUP / Glendale, CA / 2012

*An in-house creative design group for the world's largest food company.*

### Design Consultant

Managed and designed projects, including brochures, point-of-purchase and environment signage. Presented ideas to peers and management.

#### Key Accomplishments:

- Chosen as the point person for Affordable Care Act rollout projects, coordinating input from a variety of players.
- Recognized for superior creative contributions by being selected for an exclusive brainstorming session for a new product line segment.

## EDUCATIONAL INSIGHTS / Gardena, CA / 2010-2012

*Kid-powered play through innovative and award-winning educational toys, games, and tools.*

### Web Design Manager

Delivered an engaging brand experience to drive direct sales by managing, designing, and directing online assets including: site, social, email, and display ads. Collaborated with key stakeholders to design and execute the vision outlined in creative briefs.

#### Key Accomplishments:

- Created the groundwork for site redesign and improved the online consumer experience.
- Expanded company reach by attaining over 10,000 organic Facebook "likes" in one year, collaborating with the marketing team to create dynamic online content.
- Resolved a contentious branding issue between Educational Insights and its parent company by creating the Martini Shaker Theory, a system enabling both companies to share and enhance ideas before assigning them to best fit each company's strengths.

## EDUCATIONAL INSIGHTS (Cont.)

### Project Manager & Product Developer

Led product ideation, production planning, art direction, and execution throughout the product development lifecycle. Defined product vision and created unique new lines. Set and met schedules, negotiated bids, and worked directly with Chinese factories to bring top-quality products to market. Created and launched processes to improve development schedules, resulting in cost savings for future product development.

#### Key Accomplishments:

- Designed and managed a special markets in-store demo resulting in an estimated 20 million product interactions—premiering at Toys 'R Us flagship store in Times Square.
- Designed the early development for Geo Safari Jr. Kidnoculars, a Parents' Choice award winner.
- Orchestrated a project that featured Dr. Neil deGrasse Tyson performing voiceover work on the Talking Planetary Mat, the first project of its kind to use a celebrity voice. Developed the script, created the programming flow chart, art directed the product, and directed the voiceover session.
- Increased child engagement, thus reviving the HotDots product line, by hiring a comedy writer for educational question cards.
- Reduced development time by spearheading the use of 3D printed prototypes.

**SCOTT MYLES STUDIOS** / New York, NY and Los Angeles, CA / 2000-2009

*Telling the stories of a variety of clients through innovative and effective design.*

### Art Director & Design Consultant

Art directed and managed product development for educational toys and games. Designed and produced various projects, including award-winning children's books, marketing materials, branding, and product packaging.

#### Key Accomplishments:

- Designed a book series for Scholastic Publishing that won a New York Book Show award.
- Achieved the Levy's Vendor of the Year award as part of the department marketing the Harry Potter series.

## CAREER NOTE

**5 BOROUGHES ICE CREAM** / New York, NY / 2001-2007

*One city, a world of favors.*

### Creator & President

Developed a NY-centric ice cream company featured in national media, carried by regional Whole Foods, and selected for Costco Roadshows. Directed all marketing, sales, and product development.

## EDUCATION & TRAINING

Bachelor of Arts, Communication Design  
Kutztown University, Kutztown, PA

Advertising and Design  
Buckinghamshire New University, High Wycombe, England

Brand Strategy and Design | Interactive Design  
Art Center College of Design, Pasadena, CA

Leaders as Coaches | Communicating and Collaborating Across Styles (DICS)  
Disney University, Glendale, CA

[scottmylesstudios.com](http://scottmylesstudios.com) – portfolio

[www.linkedin.com/in/scottmylesstudios](http://www.linkedin.com/in/scottmylesstudios) – LinkedIn profile

