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Greetings,

With over six years of experience as an adjunct instructor in graphic design and a 20-plus year advertising career, I believe I am well-suited to contribute to your institution's commitment to student success and community development.

In my role as an adjunct instructor at the Illinois Institute of Art, I developed syllabi and lesson plans for classes in Basic Design, Visual Communication, Art Direction and Adobe Illustrator. I implemented industry practices into the classroom curriculum, instilling professional skills such as good communication, preparedness, and the ability to present and evaluate project work. I also served on a curricular advisory board, guiding school leadership on industry needs and trends.

As the Creative Director at Screamer.Co, I manage creative teams and develop brand identities and positioning strategies. Throughout my career, I have worked with education clients including Texas A&M University, FastPath Learning, and Northwestern University, among others. Having multiple education clients and running the intern program at Screamer.Co has provided me with a well-rounded understanding of the student population, enabling me to comprehend their needs, preferences, and challenges.

I am proficient in industry-standard design software such as Adobe Creative Suite and comfortable using learning management systems such as Blackboard. I am a lifelong learner who is committed to staying up-to-date with the latest trends and technologies in the field of graphic design. Currently, I am focused on the ethical use of artificial intelligence in our industry and its impact on design and creativity.

I am excited about the opportunity to bring my unique blend of creative and academic experience to your institution. I am confident that my professional background and passion for education can contribute to the success of your students.

Thank you.

Sincerely,

A handwritten signature in blue ink that reads 'Scott Creamer'.

Scott Creamer

SCOTT CREAMER



Introduction

I am a highly skilled and passionate advertising professional and adjunct instructor with experience in both traditional and Online settings.

About Me

I am an advertising professional with six years of experience as an adjunct graphic design, art direction, visual communication, and Adobe Illustrator instructor. My teaching and mentoring expertise includes design principles, typography, branding, web, and digital design. I am a lifelong learner who is committed to staying up-to-date with the latest trends and technologies in the field of graphic design.

In addition to teaching, I have a 20-plus year advertising career, serving most of that time as Creative Director of Screamer.Co, providing strategy, branding, and design services. I have built and launched brands for Dell Children's Medical Center, Austin Chamber of Commerce, Central Texas Food Bank, University Federal Credit Union, Rotary International, Starbucks, The Texas Secretary of State, and many others.

I am known for student engagement, classroom planning, and management, and I have a proven track record of bridging the academic and professional worlds. I am dedicated to helping my students develop their design skills and preparing them for successful careers.

My teaching style is student-centered and focused on active learning. I strive to create a supportive and engaging learning environment where students can ask questions, collaborate with their peers, and develop their own creative solutions to design problems. I believe every student has the potential to succeed, and I am committed to helping them reach their goals.

I hold a Bachelor of Arts Degree in Advertising/Graphic Design. I am proficient in industry-standard design software such as Adobe Creative Suite and have experience working on both Mac and PC platforms. I am also comfortable using learning management systems such as Blackboard. I am excited by the opportunity to continue my career as an adjunct instructor in graphic design and to inspire and mentor the next generation of designers.

Accomplishments

In the six years as an adjunct instructor at the Illinois Institute of Art I have:

- Developed syllabus and curriculum to align with learning requirements
- Taught classes in Basic Design, Visual Communication, Art Direction, and Adobe Illustrator
- Implemented industry practices and processes into classroom curriculum instilling professional skills like; the importance of good communication and preparedness, the ability to present/sell ideas and evaluate project work
- Served on Curricular Advisory Board, guiding school leadership on industry needs and trends

Teaching Experience

Screamer.Co

2004-2020, Creative Director running student intern program, mentoring students into young professionals

Illinois Institute of Art

1995-2000, Adjunct Instructor, Developed syllabi, lesson plans and taught Basic Design; Visual Communication, Art Direction, and Adobe Illustrator classes

Austin Advertising Federation

2009-2011, Served as student advisor and led portfolio reviews for graduating seniors

Guest Speaker

March 2023, Presented "How to Build a Hotel Brand" to ACC Hospitality Marketing class, Liz Mandley instructor

Design Experience

Screamer.Co

2004-Current, Creative Director with twenty plus years of experience in all aspects of the end-to-end creative process from concept through execution

Guest Speaker

June 2019, We Work, Presented Branding With Both Sides of the Brain

Austin Advertising Federation

2009-2011, Served on Board of Directors and Marketing Committee

Accomplishments (continued)

In the 19 years as Creative Director at Screamer.Co I have:

- Run the student intern program, mentoring talented students into young professionals
- Managed creative teams including art directors, graphic artists, digital designers, copywriters, interns, photographers, producers, film and video directors, and production artists
- Developed brand identities and positioning strategies
- Clearly communicated design strategies and brand design vision to client staff and leadership
- Evolved brands based on client's business objectives, mission, and brand promise
- Worked with education industry clients including:
 - Texas A&M University
 - Fox College
 - The Association of Collegiate Schools of Planning
 - Fastpath Learning
 - Texas Cultural Trust
 - Northwestern University
- Directed development of brand standards to guide design vision and creative strategy across all channels to align and maintain consistent brand image for all clients.
- Implemented fresh, innovative, creative solutions into high-profile marketing campaigns for all clients.
- Written and/or approved all creative briefs and final creative solutions for all clients.
- Developed and documented written policies and procedures to improve the efficiency and effectiveness of the creative process.
- Developed and instituted a 6-week AI training program for all Scream Team associates, focusing on increasing efficiencies and effectiveness of the creative process, while ensuring responsible and socially conscious AI use.

Education

Sam Houston State University,
Bachelor of Arts in
Advertising/Graphic Design

**The School of the Art Institute
of Chicago,**
Children's Book Illustration

The Illinois Institute of Art,
Animation

Austin Community College District,
Introduction to Coding

Austin Community College District,
Web Authoring

Austin Community College District,
Animation

The Contemporary Austin,
Life Drawing

Austin Community College District,
Currently enrolled in Culinary Arts

Key Skills

Distilling complex concepts into
memorable lessons

Student mentorship and
progress evaluation

Team leadership

Inspiring and engaging students to
creatively solve design problems

Oral and written communication

Public speaking

Collaboration and team leadership

Critical thinking and problem-solving



Statement of Teaching Philosophy

As an educator and mentor, my philosophy is rooted in the belief that teaching is not just about imparting knowledge, but about inspiring and guiding students to discover their own creative potential. I value active learning and strive to create a classroom environment that encourages curiosity, collaboration, and critical thinking. I believe that every student has the potential to succeed, and I am committed to helping them reach their goals.

In the classroom, I believe that my effectiveness stems from my ability to bridge the academic and professional worlds. My extensive industry experience allows me to bring real-world insights into the classroom and to prepare students for the demands and expectations of the professional world.

I recognize that each student brings their unique identity and experiences into the classroom, and I strive to create an inclusive and respectful learning environment. I believe that diverse perspectives enrich the learning experience for everyone, and I aim to foster a classroom culture where all students feel valued and heard.

Statement of Past and/or Potential Contributions to Diversity, Equity, and Inclusion

Throughout my career, I have been committed to promoting diversity, equity, and inclusion in both the professional and academic environments. As a Creative Director, I have worked with diverse teams and clients, and I have always strived to create an inclusive and respectful workplace. As an educator, I have worked to create an inclusive classroom environment where all students feel valued and supported. I have also served on the Curricular Advisory Board, where I have advocated for curriculum that reflects the diverse needs and perspectives of students. In the future, I will continue to promote diversity, equity, and inclusion in all aspects of my work.

Teaching and Mentoring Experience

In my six years as an Adjunct Instructor at the Illinois Institute of Art, I have developed and taught courses in Basic Design, Visual Communication, Art Direction, and Adobe Illustrator. In addition, my 16 years of experience running the student intern program at Screamer.Co has given me exposure to a diverse student population with varying skill levels and interest. Examples of student work and evidence of curriculum development can be found on the Student Page of my website. These examples demonstrate my ability to guide students in developing their design skills and applying design principles to real-world projects.