



Scott Gericke

Creative Direction + Design

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I'm a creative director and graphic designer with 25+ years experience managing and designing large-scale brand identity related projects. While I'm primarily focused on print-based communications, my expertise encompasses environments, signage and digital media. I'm also a design educator with vast experience in teaching design and professional practice related courses. I promote experiential learning and collaborative engagement with diverse professionals and businesses who value design thinking.

EXPERTISE Brand and communications strategy, identity development, publication design, branded environments, signage, exhibition design, information and systems design, ideation facilitation, creative direction, project management, team leadership, training and development.

EMPLOYMENT

Ongoing_present

Design Consultant_LL_C St. Louis, MO

Sole proprietor of design business focused on helping clients with and directing teams on brand strategy, identity and communication systems across multiple channels. Clients include production studios, creative agencies, arts organizations and academic institutions.

May 2015_November 2016

Design Consultant_Caleres_ St. Louis, MO

Designed and directed seasonal brand campaigns, photo shoots, packaging, retail windows, digital promotions and trade shows for Naturalizer, LifeStride and Dr. Scholl's.

May 2014_January 2015

Design Director_New Honor Society_ St. Louis, MO

A boutique agency focused on the earned and owned spaces of branding, content creation and digital platforms for both large global and smaller local clients. Responsibilities included design and direction of internal brand communications, design direction of marketing campaigns across media for various clients, assisted in talent acquisition, and managed summer intern project. Clients include Microsoft, Logitech, Dreyer's and Local Harvest.

April 2009_May 2013

Director of Design_Momentum Worldwide_ St. Louis, MO

Global integrated marketing communications company. Responsibilities included developing internal creative initiatives, overseeing internal brand communications, development of new business ideas and presentations, managing projects across offices, review and critique of creative projects, overseeing design-focused client projects and managing a small design team. Most notable client work includes image and advertising campaign development for Microsoft, Monsanto, select William Grant & Sons and Anheuser-Busch brands, Coca-Cola and UPS; identity and promotional projects for SSM Healthcare, SeaWorld Parks & Entertainment, GO!Network, Subway International and Office Depot.

May 2001_April 2009

Partner_designlab,inc_ St. Louis, MO

Graphic design studio specializing in the development of brand strategy and identity, information systems and publication design. Responsibilities included project management, new business development, creative execution and overall production coordination. Most notable client work includes identity systems for Laumeier Sculpture Park, Companion Baking and Meridian Credit Union; collateral and publication design for Parents as Teachers National Center, Washington University's Sam Fox School and Alcan Composites USA Inc; direct mail campaign for Discovery Networks International; and book design for St. Louis Children's Hospital, George Warren Brown School of Social Work and the Office of Publications at Washington University in St. Louis.

July 2000_May 2001

Design Director_XPLANE Corp_ St. Louis, MO

Information design consultancy specializing in clarifying complex business situations through visual collaborations. Responsibilities included in-house brand development, implementation of marketing collateral and execution of design templates for marketing purposes. Focused on collaboration with artists on development and execution of information graphics for clients such as Standard & Poors, Duke University Health System, Munder Funds and Online Insight. Led a team of creatives charged with the development of new products targeted at business executives in the technology sector.

May 1996_June 2000

Senior Designer_Kiku Obata & Company_ St. Louis, MO

Multi-faceted design firm focused on transforming how people think about and experience a product, activity, company or place. Responsibilities included project management, concept development, design and execution of corporate identity and image positioning systems; signage and advertising systems; sports, entertainment and retail theme graphics; and marketing/messaging strategies for clients such as Ameren Corporation*, America's Center Convention Complex, Brown Shoe*, Conrad Properties, Medve Group, USB|PaineWebber*, RW Robideaux, St. Louis Rams*, St. Louis 2004, Shedd Aquarium, Soulard Farmer's Market and the Trans World Dome. *Team Leader

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EMPLOYMENT

September 1988_February 1996

Creative Director_Falk Harrison Creative_St. Louis, MO

Strategic design and corporate communications firm. Responsibilities included overall account service and project management, concept development and execution of corporate communications materials, marketing brochures, identity programs, annual reports, exhibit graphics and consumer packaging. Clients included Allied Healthcare Products, Inc., AT&T Network Systems, Atapco Office Products Group, Cass Commercial Corporation, Home Builders Association, Little Tykes Commercial Play Division, May Department Stores Company, McDonnell Douglas Electronic Systems, Mallinckrodt Medical Group, Monsanto Chemicals Division, Sprint, Salvation Army in St. Louis and Webster University. Started as entry level designer and eventually promoted to a senior level position.

APPOINTMENTS

Fall 2016

Lecturer_Design_Washington University in St. Louis

Teaching a senior level design course focused on political campaigns and individual passion projects.

Fall 2013_Spring 2014_Spring 2015

Lecturer_Design_Washington University in St. Louis

Team taught a sophomore level course focused on design principles, process and problem-solving.

Spring 2012

Lecturer_Design_University of Missouri-St. Louis

Team taught a senior level course focused on portfolio building and professional practice. Secured clients and collaborated with University partners on environmental, brand identity and promotional video projects.

2008_2012

Webster Groves School District Foundation Board

As a member of the communications committee, I helped establish a creative system for all marketing and promotional materials with the goal of increased awareness and revenue for grants and soliciting volunteers.

Fall 2004_Spring 2007

Design Director/Lecturer_Visual Communications Research Studio_Sam Fox School of Design & Visual Arts_Washington University in St. Louis

Visual Communications Research Studio (VCRS) provided research experiences in applied communication design for post-baccalaureate and research fellows as well as undergraduate students. Funded in part by the Kaufmann Foundation for Entrepreneurship, the program work focused on collaborative projects with University, commercial, and non-profit partners. Responsibilities included overseeing fifth-year students' work within a creative studio environment, leading undergraduate teams on research-based projects, seeking out collaborative projects with various clients, overseeing budgets and managing financial accounts. Also established summer intern program with third-year undergrads. Notable clients included Monsanto, NestléPurina and United Way of Greater St. Louis.

Fall 1990_Spring 2004

Lecturer_Design_Washington University in St. Louis

Developed and taught numerous courses, occasionally with other faculty, focused on typography, exhibition design, brand and identity systems and information design. A few courses focused on portfolio development, careers and self-promotion.

1994_1997

President_AIGA_professional design association_St. Louis

Responsible for creating positive cash-flow coming off a deficit; established board appointment of first student liaison; helped implement student-focused events as a result of increased student membership; increased visibility of and participation in annual design show; recruited a viable successor.

1993_2001

Advisory Board_Salvation Army in St. Louis

Established funding and marketing opportunities for downtown homeless shelter. Volunteered with youth services and special events planning.

RECOGNITION

Honors

Design Fellow_AIGA St. Louis, 2008

Awards

Association of Business Communicators

Ad Club of St. Louis

Mohawk Paper Mills

Mead Paper

Annual Report 100

Printing Industries of America

AIGA_professional design association

Publications

Sign Business Magazine

American Corporate Identity 15, 2001,2002

Big Book of Logos

Big Book of Corporate Identity Design

Communication Arts

LogoLounge III, IV, VII

EDUCATION

MFA in Graphic Design_University of Illinois at Urbana-Champaign

focus primarily on identity design and graphic systems, digital publishing and teaching

BFA in Graphic Design_Missouri State University Springfield, Missouri

MEMBERSHIP

AIGA: The professional association for design

FOLLOW ME

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