SCOTT MYLES

scott@scottmylesstudios.com
smyles.carbonmade.com
310 508 7751

I've had the privilege of leading talented cross-functional teams, sparking innovative design ideas, and nurturing brand authenticity across publishing, digital media, and consumer products. I thrive on building strong partnerships, mentoring creative minds, and crafting visual narratives that connect with audiences and drive results. With a background including The Walt Disney Company, I've honed my skills in growing brands and diversifying content, staying ahead of trends, and strategically positioning brands to make a lasting impact. I'm excited to bring this energy and expertise to amplify the your brand's presence across the globe.

Team Building & Leadership / Art Direction / Ideation / Branding

DISNEY PUBLISHING WORLDWIDE / Glendale, CA – New York, NY
Mgr-Creative Services | Marketing Publishing and Digital Media | 2012–Present

- Collaborate with a team of designers and contractors, fostering a culture of creativity and teamwork to deliver amazing results for Disney Publishing.
- Partner with stakeholders to conceive and implement brand strats (ex: Percy Jackson's 20th anniversary), online presence, IRL & online conventions, digital, motion, 3D, and printed content which has kept Disney Publishing Worldwide on *The New York Times Best Sellers* list for 1,848 weeks collectively, since 2012.
- Lead and coordinate rebranding initiatives, work closely with multiple departments instituting efficient workflows, protect and maintain IP integrity across multiple imprints and Disney brands, and introduce new design methods and inspiration to the department—soon to include augmented reality.

NESTLÉ DESIGN GROUP / Glendale, CA
Design Consultant | 2012

- Developed creative concepts for marketing materials, primarily for domestic marketing, packaging, and branding initiatives including cross-branding explorations between Nestle, Dr. Seuss, and Lego.
- Hand-picked to coordinate the Affordable Care Act rollout projects, delivering materials ahead of schedule and under budget.
- Selected for exclusive new product-line brainstorming session, in less than three months time, due to the positive reception of ideas and ease of collaboration.

EDUCATIONAL INSIGHTS / Gardena, CA
Web Design Manager & Product Developer | 2010–2012

- Led site redesign improving on-line consumer experience by streamlining skus, adjusting merch layouts, descriptions, navigation, and path to purchase.
- Developed innovative products, including Geo Safari Jr. Kidnoculars (*Parents' Choice* award winner), Talking Planetary Mat (persuaded Dr. Neil DeGrasse Tyson to do the voiceover), re-imagined HotDots product line to increase child engagement by hiring a comedy writer for educational question cards.
- Reduced development time from weeks to days and costs from thousands to mere hundreds by spearheading the use of locally 3D printed prototypes.

(Continued on next page)

(Continued from previous page)

- Resolved contentious branding issue between Educational Insights and parent company as key player of the team which developed the Martini Shaker Theory, a system enabling both companies to share and enhance ideas before assigning them to best fit each brand's strengths. (the Martini Shaker Theory was awarded winning strategy during a Havard Bussiness case study retreat).

SCOTT MYLES STUDIOS / New York, NY and Los Angeles, CA
Art Director & Design Consultant | 2000–2009

- Conceived educational toys, games, books, apparel, and branding projects for globally recognized brands such as: Scholastic Publishing, McMillan Publishing, Warner Bros., Sega, Nascar, Marvel, DC, Barnum and Bailey's Circus, and others.
- Built strong client relationships, connected with leaders, and produced award-winning children's books and marketing materials. (ex: New York Book Show Award, and the department's Levy's Vendor of the Year award—Harry Potter marketing)

CAREER NOTE

5 BOROUGHS ICE CREAM / New York, NY / 2001–2007
Creator & President | 2001–2007

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, PR, and product development.

EDUCATION & TRAINING

Bachelor of Arts in Communication Design – Kutztown University, PA

Advertising & Design – Buckinghamshire New University, UK

Brand Strategy and Design, Interactive Design – Art Center College of Design, CA

Leadership & Communication Training – Disney University, CA

Certified Mindfulness Meditation Instructor – The Path, NY, NY

Penn State Ice Cream Short Course – PA

HOBBIES, INTERESTS, OTHER THAN COMICS

MeditationHeights.org – founded an open-to-all, free, local meditation group

Big Brother, Big Sisters of America – mentor (Big) for 6 years in Los Angeles

Burbank Animal Shelter – volunteer for 3 years, love to train dogs

KEXP.org – amplifier and fan of the best radio station I know (Seattle & SF)

KCRW – volunteer for live events (1 year) in Los Angeles, saw some great bands

scott@scottmylesstudios.com
smyles.carbonmade.com
310 508 7751