

Scott Pfau

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My portfolio can be viewed at 6studio6.com.

Hello and thank you for your time,

I am an experienced designer and art director who has been leading a three-person creative team since January 2023. Throughout my career, I have gained valuable experience working in various settings, including a small design/print shop, a top St. Louis advertising agency, my own successful freelance design firm, and an in-house creative department fundraising for the Missionary Oblates of Mary Immaculate.

I am a results-driven problem solver who is dedicated to finding and implementing the best solutions. I have a relentless pursuit of excellence and always strive to deliver work that produces the best results. I firmly believe that collaborating with others to fully understand the needs of my clients and their target audience is essential in creating a successful finished product.

By leveraging my diverse background and expertise, I am able to bring a unique perspective to every project I work on. I am committed to delivering high-quality work that not only meets but exceeds the expectations. I am passionate about creating innovative and impactful designs that resonate with audiences and drive results.

I am currently open to new full-time opportunities in the St. Louis metropolitan area.

Technical Experience

- Highly experienced: InDesign, Photoshop, Illustrator, Acrobat, PowerPoint, Keynote, Bridge and Lightroom
- Experienced: Excel, Word, PowerPoint, Teams, WordPress, HTML, CSS, BaseCamp, SlingStudio live YouTube video broadcasting with some experience in video editing
- Highly experienced: Photography, photography direction, photo color correction, digital retouching and some digital illustration
- Highly experienced: MAC OS and some Windows OS

Work Experience

Creative Supervisor/Art Director/Graphic Designer/Production Designer/Photographer

Missionary Association of Mary Immaculate - Belleville, IL
 February 2014 to Present

As a graphic designer/art director and creative supervisor of a three-person fundraising design team, I have been responsible for the art direction and creation of numerous successful direct-mail fundraising campaigns over the past decade. These campaigns, rooted in historical data, current trends, and future projections, have generated millions of dollars in support of the Missionary Oblate's missions worldwide.

In addition to overseeing and designing direct-mail initiatives, I am tasked with art directing a 32-page magazine published three times a year, crafting multiple club newsletters and letters distributed monthly, and managing various other print projects and campaigns. Recently, my role has expanded to include the art direction and design of marketing materials for the National Shrine of Our Lady of the Snows Shrine, the Kings House retreat center, and other external Oblate entities.

Many of the campaigns and projects also necessitate digital components, such as web, social media, and email elements. I am tasked with creating and leading my team in creating these digital assets and collaborating with our digital team to ensure seamless implementation.

Some additional important notes:

- I am responsible for overseeing the procurement and development of greeting cards for use in four of our direct-mail campaigns. This includes soliciting price quotes, awarding contracts and ensuring timelines are met.
- I have been accountable for creating RFQs for all print-based campaigns and projects.
- My extensive experience and comprehensive knowledge of printing processes enable me to manage projects from conception to completion of error free print-ready digital files, including reviewing print proofs and conducting press checks.
- With my background as an experienced studio and event photographer, I have been able to not only capture professional quality photos for use in campaigns but I can also more effectively direct photo shoots with the staff and outside photographers.
- I have excellent time management and organizational skills allowing me to work accurately and efficiently in a very fast-paced environment.

Owner/Art Director/Graphic Designer/Production Designer/Photographer**6Studio6 Design & Photography - Belleville, IL**

June 2008 to February 2014

As the owner, I was responsible for overseeing all aspects of business operations, from design and production work to completion. This included managing administrative tasks, fostering new client relationships, collaborating with existing clients on various design projects, and overseeing the entire process from concept to final product. I also worked closely with external vendors, such as printers, to ensure timely, accurate, and budget-friendly delivery of products that met clients' needs.

During my time as a freelance designer, I successfully completed a wide range of projects, including billboards, POP displays, publication ads, flyers, direct mail, branding materials including logos. Additionally, I also designed and developed websites using Wordpress.

Some of my clients were: The ROHO Group®, YouthBridge® Community Foundation, Sapaugh GM Country, BauerHite Orthodontics, First Clover Leaf Bank™, The Cancer Center, The Concept Shop, Peel Pizza

Graphic Designer**Ridemakerz - St.Louis, MO**

May 2008 to February 2009

During my time as a designer at Ridemakerz, I had the privilege of leading the design process for the event graphics at the 2008 Woodward Dream Cruise car show in Detroit, Michigan. The main objective was to showcase the retail store's products and build brand recognition, which entailed producing a diverse array of visuals, ranging from small signage to large format stage graphics. My efforts resulted in effectively conveying their brand message to the intended audience and contributing to increased sales. In addition to this, I also played a role in developing various in-store signage and marketing materials.

Senior Graphic Designer**Adamson Advertising - St.Louis, MO**

April 1998 to June 2008

During my time at Adamson Advertising, I collaborated with diverse creative teams to conceptualize, design, and deliver a wide range of projects. These projects, to name a few, encompassed B2B and B2C publication ads, billboard graphics, package design, consumer catalogs for a newborn photography company, vinyl promotional flyers, and POP signage for local gas/convenience stores. In addition to design, I also took on the role of photo direction. I played a crucial role in acquiring new clients by creating print materials for new business pitches.

Some of my clients were: Clients: Growing Family®, USA Credit Union®, The ROHO Group®, Wallis Companies, Logan's Roadhouse®, ETHEX® Corporation

Graphic Designer

Helleny Graphic Design - Earth City, MO
March 1994 to April 1998

Graphic Design of multiple types of advertising, marketing materials, packaging and processing film for the creation of printing plates.

Some of my clients were: St. Louis Community® Credit Union, St. Johns Bank, Vertex Chemical

Education

Bachelor of Arts in Studio Art
Minor: Business Administration

Southern Illinois University Edwardsville - Edwardsville, IL
August 1985 to February 1993

Continuing Education in Web Applications: Introduction to HTML, Intermediate Applications of HTML, Designing Web Pages using Dreamweaver, Intermediate Applications of Dreamweaver

University of Missouri St. Louis - St. Louis, MO