

# Scott Pfau

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Portfolio: 6studio6.com

## Professional Summary

Senior Designer and Art Director with 15+ years of experience delivering high-impact creative across print, digital, and brand systems. Adept at building cohesive design systems, leading creative teams, and mentoring designers while ensuring visual consistency and executional excellence. Skilled in art direction, typography, and layout, with proven success developing multi-channel campaigns that drive engagement and fundraising results. Collaborative, detail-oriented, and passionate about design craft, storytelling, and innovation.

## Core Skills & Tools

**Design & Art Direction:** Brand identity systems, typography, layout, composition, campaign design, magazine design, direct mail, social and digital assets, presentation design

**Software & Technology:** Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, Bridge, Lightroom), PowerPoint, Keynote, WordPress, HTML/CSS, Microsoft Office Suite, BaseCamp

**Photography & Media:** Studio and event photography, photo direction, photo retouching, digital illustration, live YouTube broadcasting (SlingStudio), video editing with Premiere Pro & After Effects (basic)

**Collaboration & Leadership:** Creative team management, design mentorship, vendor management, RFQs, press checks, time management, cross-functional collaboration

## Professional Experience

### **Creative Supervisor / Art Director / Graphic Designer / Photographer**

*Oblate Service Corp. – Missionary Association of Mary Immaculate, Belleville, IL*

**Feb 2014 – Present**

- Lead and mentor a three-person creative team delivering design for fundraising campaigns, generating millions of dollars in donations for international missions.
- Direct and design a 32-page magazine (3x annually), multiple club newsletters, monthly appeals, and multi-channel campaigns across print, digital, social, and email.

- Build and maintain consistent brand identity systems across in-house and external entities including the National Shrine of Our Lady of the Snows and Kings House retreat center.
- Oversee procurement, RFQs, vendor negotiations, press checks, and proofing to ensure flawless print and digital deliverables.
- Capture and direct photography for campaigns, enhancing creative execution.

**Owner / Art Director / Graphic Designer / Photographer**

*6Studio6 Design & Photography, Belleville, IL*

**Jun 2008 – Feb 2014**

- Founded and managed design/photography studio, overseeing all creative, production, and client relations.
- Delivered diverse projects including branding systems, logos, websites, billboards, POP displays, and publication ads for clients across healthcare, automotive, and finance sectors.
- Designed and developed WordPress websites, extending client branding into digital platforms.
- Directed print production and vendor partnerships, ensuring cost efficiency and high-quality outputs.

**Graphic Designer**

*Ridemakerz, St. Louis, MO*

**May 2008 – Feb 2009**

- Designed event graphics for the 2008 Woodward Dream Cruise in Detroit, building large-scale brand presence through stage graphics, signage, and marketing collateral.
- Produced in-store signage and promotional materials, enhancing retail experience and boosting product visibility.

**Senior Graphic Designer**

*Adamson Advertising, Clayton, MO*

**Apr 1998 – Jun 2008**

- Collaborated with creative directors and copywriters to produce advertising campaigns across print, Out-of-Home advertising, and retail channels.
- Developed catalogs, packaging, billboards, POP, and promotional assets for national and regional clients.
- Directed photography and supported new business pitches through concept-driven design presentations.

## **Graphic Designer**

*Helleny Graphic Design, Earth City, MO*

**Mar 1994 – Apr 1998**

- Designed marketing materials, packaging, and advertising for financial and industrial clients.
- Managed pre-press production and film processing to ensure high-quality printing outcomes.

## **Education**

### **Bachelor of Arts in Studio Art**

Southern Illinois University Edwardsville, Edwardsville, IL

**Continuing Education** – Web Applications (HTML, Dreamweaver)

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