

# SCOTT NOLAN

CREATIVE • EXPERIENCE • DESIGN

CV • APRIL 2024

## EMPLOYMENT HISTORY



WHITEGREY

AUG 2021 - PRESENT

### Experience Design Lead

- » Redesigned Canteen Connect a social platform to support young people impacted by cancer
- » Designed Lion and Clío award-winning 'The Most Beautiful Sound' website.
- » Led UX/UI design for Melbourne & Olympic Parks multi-site experience.
- » Redesigning Chery's website, resulting in lead generation increase.
- » Enhanced CX/UX/UI for Volvo's multi-channel consumer experience.



SYMPLICIT

OCT 2020 - AUG 2021

### Experience Design Lead

- » Improved design processes, enhancing delivery quality at Telstra.
- » Applied human-centered design methodologies to reimagine student management experience at TAFE NSW.

### Senior Experience Designer

SEP 2019 - SEP 2020

- » Design lead on MyTelstra, ensuring design continuity and excellence during maternity cover.
- » Crafted design patterns, components, and animations that seamlessly integrated into Telstra's Design System.
- » Played a pivotal role in designing and launching the Get Help section of the My Telstra app.



LAAVA®

MAY 2018 - AUG 2019

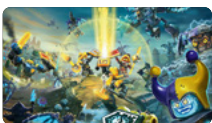
### Experience Design Lead

- » Oversaw UX/UI design of the consumer app experience and website while concurrently defining the visual branding and UI design system.
- » Created the physical/digital brand experiences for our clients products as part of the public launch of Laava.

VML, & VECTOR 5

FEB 2018 - MAY 2018

### Experience Design Lead (Freelance)



THE LEGO® GROUP (DENMARK)

NOV 2015 - DEC 2017

### Digital Art Director

- » Led digital experience for NEXO KNIGHTS™ franchise site, becoming the top-performing site in its category.
- » Served as an integrated art director for NINJAGO®, driving the mini movie and game, while leading the digital experience and digital content toolkit.
- » Participated in confidential innovation projects that utilised the Google Design Sprint methodology.

## CONTACT

### Email

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### Phone

+61 476 219 609

### Portfolio

[www.scottnolan.co](http://www.scottnolan.co)

## EDUCATION

### Organizational Leadership Ignite Program

IGNITE powered by Harvard  
ManageMentor | 2022

### Certified Practitioner of Human-Centered Design

LUMA Institute | 2021

### AWARD School

Award | 2011

### BA Graphic Design / BA Multimedia Double Degree

Charles Sturt University | 2007

## AWARDS

### 30 Under 30 award

B&T Magazine | 2015

### 1 of 5 finalists for Young Creative of the year

ADMA | 2014

## EMPLOYMENT HISTORY



DRIFTER

JUL 2014 - OCT 2015

### Senior Art Director

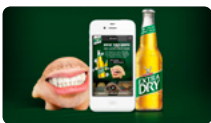
- » Innovated gelato flavors for Gelatissimo following a successful "Naughty & Nice" Christmas campaign.
- » Pivotal role in pitching and securing new business, including VIVID Sydney, Diageo, Harlequin Australia, and Kmart Tyre and Auto Services.



MIAMI AD SCHOOL • AUSTRALIA

JAN 2014 - JUN 2014

### Instructor of Digital Imaging



THE WHITE AGENCY

AUG 2012 - JUN 2014

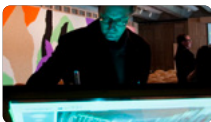
### Art Director

- » Creative lead for Lion's flagship brands, Toohey's and Hahn Super Dry, focusing on digital experiences, campaigns and social media.
- » Led creative efforts for digital advertising and social campaigns, also supporting web design for Lexus Australia.

### Senior Digital Designer

OCT 2010 - JUL 2012

- » Created digital campaigns for Commbank and the Coca-Cola Company.
- » Led projects, including a game for Cartoon Network and an App for Fanta.



DIGITAL ESKIMO

MAR 2009 - SEP 2010

### Digital Designer

- » Designed play experience, art direction, illustrations, and animations for the Water Worx app game.
- » Co-designed the creation of Sketch Lab, a digital surface for NIEA at UNSW's Hot House Symposium.
- » Designed UI for Telstra T-Hub, a digital infotainment device to compete with the first-gen iPad.

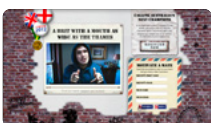


HOLLER

NOV 2008 - FEB 2009

### Digital Designer

- » Photographed stills and assets for the digital experience of Boag's Pure Waters campaign.
- » Contributed to campaigns for Lion's beverages, primarily specialising in website and banner design.



BULLSEYE

JAN 2008 - OCT 2008

### Junior Digital Designer

- » Accomplished viral youth recruitment campaign for the Australian Sports Commission, with news media coverage in Australia and the UK.
- » Designed websites and animated digital banners for Blackmores, ANZ Bank, Mazda and MasterFoods.

## SKILLS

### Think

- » Creative ideation
- » Human Centered Design
- » Art direction
- » Storytelling
- » Leadership

### Design

- » User Experience design
- » User Interface design
- » Visual/Graphic design
- » Accessibility

### Make

- » Low-to-High fidelity digital prototypes
- » Photography & illustration
- » Animation & Motion graphics
- » Video editing

### Software

- » Adobe Creative Cloud
- » Miro
- » Figma & Sketch
- » Microsoft Office
- » Procreate
- » Jira & Confluence

## FOLLOW ME



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