

Scott Nolan

scottnolan.co • (+61) 476 219 609 • hi@scottnolan.co • [Linkedin](#)

Accomplished creative with roles that encompass art direction, consumer experience and visual design specialising in crafting multi-channel campaigns and designing innovative brand experiences for global markets. Proven ability to work independently or collaboratively with cross-functional teams to develop creative solutions that elevate brand value. Passion for experimenting with all creative media, and pushing the boundaries of design form, function, and purpose.

EMPLOYMENT HISTORY

AKQA (Previously whiteGREY), Sydney • Experience Design Lead August 2021 - Present

- + Designed the award-winning 'The Most Beautiful Sound's' website recognized at Cannes Lions, Clios, and LIAs.
- + Led the design direction for Melbourne Parks multi-site & multi-branded experience crafting a robust design system and UI that improving usability and performance, leading to increased ticket sales and key engagement metrics.
- + Reimagined 'Hello in Elephant', transforming the Human to Elephant translator into a seamless, chat-like experience reducing clicks by 75%. By illustrating and animating the elephant in After Effects to create Lottie files I was able to uplift design and optimise load times by over 250%.
- + Rebrand and UX design of Canteen Connect, a social app for young people impacted by cancer. User interviews revealed that 92% found the new design "more welcoming" and easier to use and navigate.
- + Mapped Volvo Australia's CX journeys, uncovering validated insights, strategic opportunities, and a vision for growth that shaped their 5-year plan and increased agency revenue through new opportunity driven projects.
- + Managed a cross-disciplinary design team for a major cybersecurity education provider. Successfully guided the discovery phase, which included C-suite presentations.

Symplicit, Sydney • Experience Design Lead September 2019 – August 2021

- + Delivered a consumer support features for the 'Get Help' section of My Telstra across iOS, Android, and web, improving customer assurance in the services of Australia's largest Telecommunications provider Telstra.
- + Served as Design Lead for My Telstra's 7 squads, ensuring continuity and design excellence. Upon this success I was brought in to support a Senior Design Manager as 2iC to transform one of Telstra's underperforming design teams into a high-performing unit. Introducing processes that were later adopted by the design chapter improving communication, efficiency and quality at scale.
- + Developed key components for Telstra's Design System, including animations, illustrations, and design patterns that enhanced accessibility, consistency and efficiency across design and development.

Laava, Sydney • Experience Design Lead May 2018 – August 2019

- + Established the visual and experience design of consumer-facing touchpoints, including the scanner app and website in time for the public launch of Laava a start-up pioneering the next generation of scannable codes.
- + Created unique and personalised transmedia product stories for pilot products, empowering users to not only verify the authenticity of a product but to "See beyond the label" to increase relevance and engagement.
- + Conducted research-driven design sprints, delivering usability improvements across the consumer experience.
- + Played a multifaceted role crafting pitch decks and product demos to stress-test Smart Fingerprint technology, securing investor buy-in and a key partnership with Reid Fruits.

LEGO, Billund (Denmark) • Art Director

November 2015 – December 2018

- + Co-created the NINJAGO® 2018 campaign strategy, concepts, and execution securing stakeholder buy-in.
- + Increased engagement for NEXO KNIGHTS™ 2017 website, outperforming Star Wars, Marvel, and NINJAGO.
- + Created experimental content including game videos that hit 14+ million views, a LEGO first 360° video, and prototyped LIVE animation of LEGO Minifigures showing the potential for personalised and topical content.
- + Delivered projects earlier than expected, affording time to provide stretch ideas, support and mentor other franchise teams and advance the agency's digital capabilities beyond traditional media.

Drifter, Sydney • Senior Art Director

July 2014 – October 2015

- + Revitalized Bulleit Bourbon's brand, crafting a new visual direction that boosted sales and moved the brand from 8th to 5th in national rankings during a challenging market period.
- + Invented new gelato flavours for Gelatissimo, leading the creative and art direction for packaging and marketing materials, resulting in increased sales and engagement.
- + Successfully secured major clients like VIVID Sydney, Harlequin, Kmart Tyre and Auto Service, and Diageo, significantly enhancing the agency's portfolio and revenue streams.

The White Agency, Sydney • Art Director

October 2010 – June 2014

Bullseye, Holler, and Digital Eskimo, Sydney • Digital Designer

January 2008 – September 2010

AWARDS

30 Under 30 award • B&T Magazine, Sydney

Young Creative of the year finalist • ADMA, Sydney

EDUCATION

Ignite Program, Organizational Leadership • IGNITE powered by Harvard Manage Mentor, Sydney

Certified Practitioner of Human-Centered Design • LUMA Institute, Sydney

AWARD School (Ideas and Advertising) • Award, Sydney

BA Graphic Design / BA Multimedia (Animation) • Charles Sturt University, Wagga Wagga

PROFESSIONAL SKILLS

Creative

- + Problem framing
- + Creative ideation
- + Design thinking
- + Art direction
- + Storytelling

Design

- + Visual design
- + UX / UI
- + Prototyping
- + User Testing
- + Accessibility

Content / Make

- + Illustration
- + Iconography
- + Motion graphics
- + Video editing
- + Photography

Software

- + Adobe Creative Cloud
- + Miro & Figjam
- + Figma & Sketch
- + Procreate
- + Generative AI