

Scott T. Cook

Award Winning Creative Leadership

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I am an award-winning artist and illustrator turned creative director and franchise developer; with a proven record of over two decades of experience blending award winning creative vision with comprehensive and scalable results. I have shaped franchises across publishing, multimedia, and consumer goods, creating brand identities while working with stakeholders on integrated campaigns for driving growth while building collaborative and high-performing teams.

Professional Experience

Cookhouse Productions

Oct 2020 – Current

Senior Creative

A small creative services boutique for both classical and digital applications across a variety of platforms.

Projects of note

- Kidspace Children's Museum - "[The 13 Days of Halloween](#)" (Telly Awards, Gold Winner) Illustrator, Animator
- OKGO & OKGO Sandbox / St Thomas University "[Art Together Now](#)" Music Videos - Animation Producer, Animator
- The Walt Disney Company - "[Disney Doodles Channel](#)" - Writer, Creator, Producer, Artist, Voice
- Prager U - "[The Adventures of Leo & Layla](#)" & "[Otto's Tales](#)" – Illustrator, Animator, Consultant
- Amazon Studios Logo – Dan Perri Productions "[Susperia](#)" – Illustrator, Animator
- Pristine Auctions - "[Disney Inspired Sketch Card Sales](#)" – Artist of Note
- EM Marketing / The Break – Wilson Language Training "[Foundations](#)" - Illustrator

Byju's Learning / Tangible Play / Osmo

Nov 2021 – Nov 2022

Senior Creative Director, North America

In 2020 Byju's Learning was the world's most valuable edtech startup valued at 22 billion dollars.

- **Global Rebrand** – Provided essential insights and creative oversight for full Disney themed product development with adherence to nuanced and strict licensing guidelines. Quickly re-envisioned the full product catalog across all platforms inside of 3 months including working templates. Designed new brand logo, branding rules with style guides, and an exhaustive catalog of design templates for creative teams within 6 months. All quickly approved by Disney with minimal design or editorial resubmits.
- **Product Design Globalization** – Targeted a subtle theme in existing workbook design to create a fresh and exciting design statement to implement for a growing catalog of over 50 product SKU's. This strategy saved months of design and production time while also saving tens of thousands of dollars by limiting obsolete product backstock and maximizing integration opportunities to currently supported digital products including updates to user experience, and interface design.
- **Marketing** – Led a global team of internal and external creatives in the implementation of the new visual identity to drive consumer interaction and interest across ecommerce storefronts, brand websites, packaging, social media campaigns, digital advertising, print collateral, and product videos.
- **Packaging & POP** – With the newly adopted brand identity, I designed all packaging, displays, and POP installations to drive interest from consumers of major retailers including Amazon, GooglePlay, Target, Walmart and Best Buy. With strong Disney and learning themes, it was imperative to differentiate this brand's identity from the others while maximizing the licensed franchise identities shared across the range of competition.
- **Team Building & Management** – Managed a large global team as well as external agencies and production studios. I ensured all creative output aligned with multiple corporate brand standards and met market needs, while dedicating significant time to mentoring across the organization. I introduced systems and tools that streamlined workflows to help

creative team scale efficiently. By restructuring the archiving and cataloging methods, I transformed countless hours spent on research into effective, cost saving, creative implementation.

The Walt Disney Company, DCP / DPW

Oct 2012 – Nov 2021

Acting Creative Director, Licensing Manager, Senior Illustrator

One of the world's largest publishers of children's books and magazines. A subsidiary of Disney Experiences, DPW creates a wide variety of print and digital content for fans of all ages.

• **Principle Creative - Disney Legacy Award Recipient 2019** - I was the creative lead on multiple projects including, "Disney Castle Build It", "Disney Doodles", the "Disney Discovery Book" series, and was the initiator of the "Disney Learning Art Pool" business model which currently serves as the largest most utilized facet of the Disney Learning segment of DPW covering Disney, Marvel, Lucas and Pixar franchises.

• **Licensing Oversight** - I oversaw and managed all Disney Learning Licensee product submissions with my team to ensure brand standards were met, franchise rules were followed, and that product experience aligned with strict Disney guidelines. This oversight reached across platforms from approving character sculptures and representations to safeguard franchise and character story interpretations.

• **Creative Management** – To support new business with legacy catalogs, I found inventive ways to use and retool content at a cost savings in the hundreds of thousands, to economically support an ever-growing catalog of stories and characters across the Disney family of companies. I was regularly tasked with creating effective growth and implementation strategies for new and legacy content libraries within Disney Publishing Worldwide. As a SME I spent weeks abroad as a company and franchise ambassador to some of Disney's largest licensing clients.

310 Artists Agency

Apr 2011 – Current

Creative Consultant, Contract Artist

A boutique talent agency based in Burbank, California, that specializes in representing visual artists, particularly storyboard and comp artists.

Freelance Artist - Working as a freelance creative, I was plugged into solving whatever creative problem the client had on any particular project. The goal is always to provide exceptional, professional, solution-oriented creativity with an emphasis to being on time and on budget.

Project Involvement of note

- Farmers Insurance / RPA – "Farmers University" 2011-2012
 - Award Winning Rose Parade Float concept designer
 - On set chalkboard artist and insurance equation designer
 - Company coloring book designer and illustrator
 - Digital marketing asset designer and media consultant

The Walt Disney Company / Disney Publishing Worldwide / Disney English

Jul 2008 – Sept 2010

Senior Illustrator, Contract Artist

A network of learning centers in China for children ages 2-12 that used Disney characters and an immersive approach to teach English, which was founded in 2008 through Disney Publishing Worldwide.

Began as contract artist, converted to full time, to design and develop an inclusive K-12 learning program for both curriculum and brick and mortar learning spaces that would eventually pave the way for the development of nothing less than Shanghai Disneyland. Successes in this position helped pave the way for my future career with TWDC.

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Education

California Institute of the Arts, Valencia CA — BFA

Academy of Art College of Design, San Francisco, CA – Portfolio Development