



Scott Brown

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Summary

Award winning Senior Art Director & AI Driven Creative Technologist with 20+ years building high-impact, performance driven creative for global brands. Expert in AI enhanced, direct mail engineering, brand identity, and full funnel marketing systems. Known for merging world class aesthetics with data intelligence to deliver creative that wins business, converts audiences, and scales nationally.

Education

1998-2002

- SUNY Purchase College
BFA – Graphic Design & Visual Arts

Skills

AI Tools: Flo, Co-Pilot, Firefly, ChatGPT, custom prompt systems

Creative: Direct mail engineering, brand identity, packaging, key art, storytelling

Digital: UX/UI, wireframes, prototypes, HTML/CSS/JS, Figma

Video: Editing, motion concepts, storyboarding

Experience

2009 - Present

- **Wilco Group**

Senior Art Director / AI Creative Lead

Lead creative direction for national direct-response campaigns across telecom, financial services, insurance, and entertainment. Spearhead the integration of AI into the creative pipeline, transforming output speed, quality, and scale.

2008 - Present

- **Time Warner Cable (truTV)**

Senior Art Director

Key creative force behind the CourtTV • truTV network rebrand. Helped drive a 135% increase in viewership, elevating truTV into cable's Top 10. Produced key art and campaign materials for original series including Black Gold and Party Heat.

2007 - 2008

- **World Wrestling Entertainment (WWE)**

Senior Art Director

Produced key art, packaging, and national promotional campaigns for WrestleMania XXIV and SummerSlam 2008. Creative contributed to \$5.85M in ticket sales and 1M+ PPV buys.