

Scott G. Pitkin

Summary

A results driven experience designer and architect of innovative digital solutions from concept to completion. A combined 8 years work experience at Procter & Gamble, the Creative Department advertising agency, and in academia. An enthusiastic leader with a passion for leveraging design and technology to educate, inform, engage and delight. Strong skills in information architecture, communication design, interactive marketing, client relationship management and technology with a specialization in user centered development of web applications, commercial websites, and interactive multimedia experiences.

Professional Experience

THE CREATIVE DEPARTMENT, Cincinnati, OH

Experience Architect, Interim Interactive Co-Director 2003 - Present

Defined the strategy, architecture and user experience for interactive business solutions on accounts amounting to over \$500K per year. Co-directed interactive team for 4 months, to maintain current relationships, projects and quality while recruiting for a Director of Interactive.

- > Defined the interface for a complex portal used to manage product design initiatives over multi-year timelines. Successfully established a vision for the next interface development cycle.
- > Created the information architecture, technical architecture, and design concepts for an extranet application used to connect the P&G Design Function with design firms and streamline relationship management. <https://design.pg.com/designpartners/>
- > Concepted and implemented in Flash an engaging interactive learning tool for P&G Marketers to understand the fundamentals of designing effective product sampling programs.
- > Developed the strategy and architecture for the redesign of www.bmwstore.com, a BMW Dealer website, in compliance with BMW guidelines and reflecting current ad campaigns.

PROCTER & GAMBLE, Cincinnati, OH

Interactive Marketing Manager 2000 - 2001

Managed interactive marketing initiatives and technical website strategy in the Feminine Care Business Unit, including 5 websites, sampling, CRM, content, metrics, and online customer service.

- > Launched www.beinggirl.com using ATG Dynamo for personalization and Interwoven for 600+ articles. Maintained growth of registration, session length and page view statistics.
- > Led project to redesign www.tampax.com. Created a global site template and product selector utility that launched in the US and were quickly reapplied in 10+ EU countries.
- > Created a strategy for website metrics and emergency web-based public relations procedures that was recognized by senior management as a solid foundation for measuring ROI.
- > Managed a promotion to include a card with 1MM+ Tampax samples and generated sustained 20% monthly visitor increase to www.beinggirl.com.

Systems Analyst 1996 - 1999

Developed work-group applications in the P&G Global Design Department.

- > Led development of a global brand equity asset database. Negotiated infrastructure sourcing and vendor relationships to create release 1.0 with expected cost savings of 1MM per year.
- > Developed a global deployment model then rolled out artwork tracking software to 1000 users.
- > Insured Y2K compliance of 6 database applications. Updated code, tested and redeployed each application according to company certification standards.

Contact

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Keywords

Information Design
Web Applications
User Centered Design
User Experience
Interactive Multimedia
Task Analysis
Usability Evaluation
Education & Training
Brand Identity
Marketing Communication
Interactive Marketing

Consulting Experience

DESIGN CONSULTANT

2000 - Present

Assisting organizations to reach their goals through the application of design and technology.

- > Developed templated distance learning modules, a logo, magazine ad, content and graphics for the University of Cincinnati Corrections Institute.
- > Illustrated and programmed modules for a software for preschools called Clickitykids. Contributed to core programming and testing of final commercial version.
- > Created kiosk touchscreen interface and produced six video scenes for Earthworks, a product of CERHAS at the University of Cincinnati, on permanent installation at the Hopewell Culture Museum, Chillicothe, OH and the Cincinnati Museum Center. <http://cerhas.uc.edu>
- > Created a unique user experience for learning about college admissions by blending 2D & 3D content, advertising, and map navigation. The prototype accompanied a pitch to attract investors.
- > Under contract with an agency, Bridge Worldwide, created a recommendation for instructional design improvements to the quarterly training materials provided to the sales teams of a large pharmaceutical company.

Academic Experience

UNIVERSITY OF CINCINNATI, Cincinnati, OH

2001 - 2003

Instructor

Developed and taught six undergraduate courses in design and technology. Topics included interface design, web development (HTML, Dreamweaver, JavaScript, CSS, DHTML), formative evaluation, competitive analysis and mobile computing.

GUEST LECTURES

- "A Digital Design Project Overview", University of Cincinnati
- "Design Fundamentals", 4-Part Series, University of Cincinnati
- "Interactive Marketing Concepts", Carnegie Mellon University

February 2003

Spring 2002

October 2000

Education

UNIVERSITY OF CINCINNATI, College of DAAP

Master of Design, Digital Design, 2003

CARNEGIE MELLON UNIVERSITY

Bachelor of Science, Information & Decision Systems, 1996 (Minor in Architecture)

Technology

Flash + ActionScript
Director + Lingo
Photoshop, Illustrator
Vimeo, Powerpoint
HTML, CSS, JavaScript
Final Cut, After Effects
XML, XSLT (Mgmt.)
Cocoon, Struts (Mgmt.)
.NET, Web Services (Mgmt.)
SQL, Access, MySQL, CF

Ask Me About...

National Parks
Ithaca, NY
Albuquerque, NM
Pittsburgh, PA
Cincinnati, OH
North Pole, South Pole
Hanging Mobiles
Photography
Geocaching
Breast Cancer Research
Tuba
Snowboarding
Soccer