

Scott Oldham

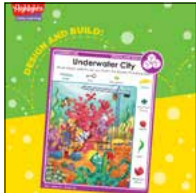
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OVERVIEW

Innovative and results-driven Creative Director with a proven track record of leading high-performing design teams

Delivers compelling visual narratives that align with brand identity and business objectives

Adept at transforming complex concepts into impactful marketing assets, ensuring consistency and resonance across all digital and print platforms

SKILLS

Creative Direction | Brand Identity | Strategic Concept Development | Cross-Functional Collaboration | Leadership & Mentorship | Multi-Channel Marketing | Adobe Creative Cloud | Video & Motion Graphics | Print & Digital Media | Quality Control & Brand Consistency

EXPERIENCE

2024–present

Freelance Creative Director/Designer

SUMMARY

Building on my 25 years of experience as a creative expert, I have developed solutions independently for such diverse entities as Highlights Early Learning, the American Planning Association and the Million Dollar Roundtable.

Crafts strategic design solutions in marketing and information visualizations, including social media (static graphics and animation), publications, presentations, email and webpage graphics & layout, sales collateral, and photo production

2005–2024

Creative Director

GLC/Unlock Health*

glcdelivers.com

unlockhealthnow.com

SUMMARY

I joined GLC as an Art Director in 2005 and advanced to Design Director in 2009, and Creative Director in 2012. Starting with a staff of four designers, I assembled a creative team of thirteen Art Directors, Production Designers and Audio/Video Editors, servicing a stable portfolio of more than 25 unique clients.

Spearheaded brand development and creative direction for digital and print campaigns, including social media, video content, event marketing, and sales collateral

Provided strategic guidance on audience engagement, ensuring designs resonated with target demographics

Led concept development sessions, fostering innovative ideas that elevated brand presence and storytelling

Maintained brand consistency across all platforms, refining designs based on feedback from key stakeholders

Mentored and developed creative teams, ensuring continuous growth and alignment with industry trends

Conducted brand audits to ensure diversity, equity, and inclusion considerations in all projects

Streamlined project workflows and organized file reference hierarchies to maximize team efficiencies and profitability

Managed vendor partnerships, overseeing contracts with photographers, illustrators, and videographers nationwide

*Unlock Health acquired GLC in 2023.

OTHER EXPERIENCE

2003–2005

Art Director

Associated Publications, Inc.

2000–2002

Art Director

The Improper Bostonian

Led art departments for national and regional publishing companies, specializing in dynamic page layouts and photo direction in fast-paced, deadline-driven environments

EDUCATION

Master of Science,
Communication Design

Pratt Institute

Bachelor of Fine Arts,
Illustration

Rhode Island School of Design