

Scott C. Barbey

Creative Director/AD

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skills

Twenty years of experience in Digital, Social, Experiential, Broadcast, Print, Packaging and OOH; with knowledge in InDesign, Photoshop, Illustrator, After Effects and Flash. I'm a highly collaborative team player with a somewhat obsessive (Swiss) work ethic. My work favors bold and direct ideas with color, humor and stopping power.

employ

Creative Director

Freelance
(Sept 13 - Present)

Leading projects for assorted clients: RAPP - Humana and HP, Identify.com - site design, Sprinkl.com - branding, Digitas - CISCO, TBWA/Chiat Day - Accenture, mcgarrybowen - JP Morgan/Chase

Creative Director

Dentsu 360i
(Jan 11 - Aug 13)

Ben & Jerry's, Canon Professional, CubeSmart, HBO, New Orleans Board of Tourism, Oneworld Airline Alliance, RoundUp, Toyota Corporate and UNIQLLO.

Executive Creative Director

ML Rogers Agency
(Jan 06 - Jan 11)

Aamco Transmissions, ASPCA, Atlantis Resorts, Blistex, Checkers, Inocente Tequila, Miracle-Gro, Nukitchen.com, Ortho, RoundUp, Scotts Turf Builder, Smith & Hawken and TOTO.

Group Creative Director

The Wolf Group
(March 00 - Dec 06)

Arbor Mist, Alice White Wines, Equal, Gartner Greenfield, Haagen Daz, The New School, New York State Board of Tourism, Valueline, Wall St. Access and The Wiz.

Senior Art Director

Avrett, Free & Ginsberg
(April 97 - March 00)

Alberto VO5, Bacardi Rums, DV8 Shoes, Dewar's White Label, Financial Times, Fragrance Foundation, Liz Claiborne, Lugz Shoes, LuxuryFinder.com, Meow Mix and The Ad Council.

Art Director

RDA International Inc.
(July 86 - March 97)

Acclaim Entertainment, Celestion, Cucina Tosca, Denon America, Frogman Software, GT Interactive, KEF, Kremlyovskaya Vodka, MadCatz Peripherals, NAD, Pressman Toys and Sega of America.

school

The Cooper Union

Bachelor of Fine Art; May 86. Majors: Design, Video and Film.

awards

Lugz Arrow
Aamco Transmissions
Mortal Kombat
Cucina Tosca
NBA Jam

Silver D&AD
Bronze Addy Award
Ad Age's Top 100 Integrated Campaigns
Finalist, New York Film Festival
Marcom, Integrated Marketing

Mike Rogers

Vice Chairman
Dentsu
973.865.9535

"Scott was one of a handful of key people responsible for ML Rogers success both in new business and in elevating the work for the agency's roster of clients. With Scott, you get three disciplines in one. He is an extraordinary art director, an excellent copywriter and a sound strategic thinker. Scott's ability to develop work that moves the needle for brands comes from this boundless energy, pragmatism and persistence. He has the ability to solve complex business problems for clients with creative solutions that are fresh and unexpected. He excels at taking information and turning it into insights which he uses as a springboard to develop memorable ideas with sustainable competitive advantage. As an art director, Scott has a great design sensibility, and impeccable sense of style. On top of everything else, he is a natural born leader and the single hardest-working person I have ever had the privilege to work with.

Giff Crosby

Creative Director/CW
ML Rogers Agency
917.696.3679

"Scott Barbey is one of the best thinkers/creative leaders/art directors I've ever met. With his brilliance, inexhaustible work ethic and contagious enthusiasm, Scott elevates everyone's game. He makes other creatives better. He makes clients into fans. He makes a difference. I've witnessed him rescue numerous pitches and presentations simply by working 40 hours straight, then proceed directly into the meeting and be smart, alert and persuasive. To boot, Scott's a fun, decent, loyal human being I'm proud to call friend."

Steve Amato

Executive Producer
ML Rogers Agency
917.902.7876

"Passionate and driven, detailed and tireless, keenly creative and never satisfied with just good enough. The possessor of an encyclopedic mind and memory of all things film and advertising that is scary. I've worked with him for over ten years... and a truly good human being and talent to be in the trenches with."

Margaux Joffe

Digital Producer
360i
415.819.2359

I've had the pleasure of working with Scott on multiple campaigns over the past year, for clients such as HBO, Oneworld Alliance, and Uniqlo. Scott's sheer enthusiasm for producing great work is a precious commodity in this business. Not only is working with Scott a memorable experience, his work yields results for our clients. A Memorial Day campaign he created for Uniqlo was so successful that the client decided to adapt the creative to promote every new store opening in the United States. With over twenty years of advertising experience across Broadcast, Digital and Print, Scott is an invaluable creative leader.