

SCOTT CIESLEWICZ

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Strategic, meticulous and engaged digital developer and project manager with demonstrated success exceeding client expectations and driving ambitious business goals through a focus on cross-functional collaboration, user-experience and the incorporation of emerging technologies to push beyond the status quo with dynamic and cutting-edge deliverables.

- Clearly communicates with stakeholders across hierarchies and expertise quickly becoming a trusted advisor
- Stays abreast of markets trends, new software and developing approaches
- Values constructive feedback and collaborative problem solving to fully bring a vision to life
- Quickly pivots to meet changing priorities while maintaining a high level of organization
- Consistently executes deliverables aligned with client needs, objectives and target audiences

Areas of Expertise

Graphic Design
Motion Graphics
Production Design

HTML5
CSS
WordPress

Project Management
Quality Assurance
Decision Making

PROFESSIONAL EXPERIENCE

TRACY LOCKE | THE INTEGER GROUP

2009 – 2024

Digital Designer, Developer & Animator (2011 – 2024)

Excelled in this multifaceted and highly creative role providing all animation, frontend web development and design deliverables across diverse clients within different markets. Highly involved in client relationship management and project execution from strategy development, storyboarding, final imagery, presentations, UI/UX optimization, and color editing. Learned the positions from the ground up, quickly becoming an SME, after transitioning from producer role. *Employer became Tracy Locke through an acquisition in January 2024. Layoffs en mass April 2024.*

- Highly successful at increasing click through rates and impressions for display ads and promotional videos utilizing best practices and engaging animations
- Wrote and distributed white papers improving strategically balanced storyboards with the creative team driving exceptional results for clients
- Developed, maintained and managed corporate CMS website of US and International branches

Deliverables: animated promotional videos, animated and static display ads, web page animations, HTML5 emails, eCommerce production and content management, advertising and promotional layouts and imagery for various POS, social networks, website creation and maintenance, and print deliverables with QR codes leading to associated microsites. *Internal:* surveys, polls, year-end presentations, and microsites.

Notable Clients: Bounty, Duracell, Gillette, Lagunitas, Red Robin, Michelin, Miller Coors, Naked Juice, Neutrogena, Pampers, Starbucks, Seattle Best Coffee, Vogue, Polaris, Mars Wrigley, Ferrero, Nestle

Sample Projects:

Kellogg's - recognized for crafting an engaging, layered, and fun promotional video solely from statistics for a presentation to senior leadership at Kellogg's corporate center

Polaris - drove elevated audience impressions with quality, animated ads of off-road vehicles; ongoing client

Internal Integer Project - improved resource utilization, staff collaboration and connection by developing an extensive intranet website including and animated interactive map allowing searches based on skill set and department.

Integrated Digital Producer | Project Manager (2009 – 2011)

Recruited by former colleague to lead the project planning, execution and strategic development of eclectic brands; goal setting, budget management, schedule development and scope. Continuously optimized content based on performance data, insights, and industry trends. *Transitioned roles during elimination of digital production department.*

CRISPIN PORTER + BOGUSKY

2007 – 2009

Integrated Producer: Volkswagen

Hired into a fast-paced, high-pressure company to troubleshoot, resolve, and optimize an existing flash-based website while leading and developing new content. Worked closely with an international creative team of Volkswagen and internal flash developers. Delegated tasks, oversaw project timelines and deliverables, and created mock-ups and presentations.

- Successfully elevated flash site functionality improving overall product and driving company satisfaction
- Demonstrated a heightened capacity to manage high-pressure situations and quickly resolve critical issues

AMERICAN GREETINGS, WHQ

2005 – 2007

Integrated Production Coordinator

Managed the production of digital projects by a diverse and dynamic creative team, coordinating and liaising between cross-functional departments to ensure timelines and milestones were met successfully. Selected to lead the development of static and animated instant messaging customer avatars and emoticons.

- Led the successful coordination of animated Instant Messaging avatars and emoticon deliverables between United States and Romania; provided in person development training in Romania then synced across international platform
- Recognized as a sound leader exceptional at keeping the creative team motivated and moving through fast-paced deadlines

Deliverables: interactive calendars, printable content, eCards, wallpapers, screensavers, Instant Messaging content

LION, INC.

2004 – 2005

Web Designer

Developed mortgage-focused websites ranging from prescribed templates to customized interfaces designed and coded according to client specifications utilizing HTML, CSS and Macromedia Flash. Built strong working relationships with developers and senior designers.

- Improved client marketability through clean, high performing interactive multimedia designs
- Increased collaboration between sales and development teams

E D U C A T I O N

Bachelor of Fine Arts: Computer Imaging & Web Design, Metropolitan State University

2000 – 2003

Engineering Graphics & Industrial Design Coursework, Ohio State University

1991 – 1995

S O F T W A R E & T E C H N O L O G Y

Illustrator	Visual Studio Code	Sketch	Bootstrap
Photoshop	HTML5	Figma	Salsify
InDesign	CSS	Zeplin	Syndigo
After Effects	JavaScript	Workfront	Asana
Adobe Premier	GSAP	Microsoft Suite	Workmajig
Animate	WordPress	Final Cut Pro	Jira
Dreamweaver	Drupal	Handbrake	Basecamp