

SCOTT WILLIAMS

Art Director · Multimedia Production · Motion Graphics & Accessible Design

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SUMMARY

Art director and multimedia producer with 13 years across print, digital, motion, and broadcast, including prior New York State service as a Public Information Specialist 2 producing statewide staff- and partner-facing assets to agency brand standards and state ADA requirements. I set visual standards and enforce them, recruit and train the people who execute to them, and design inside mandatory technical specifications with pass/fail gates. Currently art director on a public-sector contract.

CORE SKILLS

Multi-platform graphic design (print & digital) · motion graphics & 2D animation · 3D animation · public-awareness campaign systems · brand identity governance · ADA / Section 508 / WCAG 2.1 · data visualization & infographics · staff recruiting, training & mentorship · SOP authorship · SME and executive stakeholder consultation · high-volume creative workflow management

TOOLS

Adobe Creative Cloud (Illustrator, Photoshop, After Effects, Premiere Pro, InDesign) · Cinema 4D · DaVinci Resolve · Figma · Articulate Rise · Microsoft 365 / SharePoint · Frame.io · Three.js

PROFESSIONAL EXPERIENCE

Art Director (Contract) — Public utility (client confidential) | Jul 2026–present · Remote

- Art director for a public utility — safety-training intro videos, animatics, icon systems, storyboards, and print support.
- Authored and enforce a locked visual-generation standard governing syntax, vocabulary, and approval — producing a 2,500+ asset library to a single specification.
- Consult directly with subject-matter experts, program staff, and a VP-level sponsor through a six-checkpoint review cycle.

Public Information Specialist 2 — NYS Higher Education Services Corporation | Aug 2025–Apr 2026 · Albany, NY

- Produced motion graphics, video, and print assets supporting statewide education and workforce initiatives, with brand consistency reviewed against agency standards.
- Translated complex policy and program information into clear, easily digestible visual communications for staff and partners, meeting **state accessibility and ADA compliance requirements**.
- **Interim project manager for the March 2026 call-center launch**: wrote the internal communications strategy and ran a 28-day plan across four teams, with owners, dependencies, and daily launch-week check-ins.
- Expanded the role to include media production support and technical script writing, including a presentation video briefing agency staff on the launch.

Founder & Developer (Independent) — ARC3; freelance motion & 3D | Feb 2025–Jul 2025

- Built ARC3, turning motion-capture data into interactive 3D biomechanics analysis; freelance motion and 3D work.

Remote Operations Lead & Multimedia Producer — Polaris Mediaworks | Jun 2022–Jan 2025

- **Recruited, trained, and led** junior editors and field operators across multi-city remote-studio deployments, setting the performance standard each hire was measured against.
- **Authored the standard operating procedures** governing capture, ingest, versioning, naming, and archival — adopted team-wide and used to onboard new operators.
- Installed remote broadcast studios to **CNN and MSNBC technical specification**, certified against network requirements before air; delivered 4K packages for CNN, MSNBC, CNBC, FOX, Al Jazeera, and BBC on live deadlines.

Director & Content Producer — Malaska Golf | Jan 2017–May 2022

- Led end-to-end production and channel strategy for 220+ educational videos, growing the owned audience from 20K to 100K+; developed motion graphics, title systems, and brand-consistent visual narratives. Hired and trained a junior editor to carry rough-cut passes to standard.

Director of Photography & Editor — Sentara Healthcare | Jan 2015–Dec 2017 · Norfolk, VA

- Directed multi-location public-health campaigns across 10 regions under regulated-industry brand and clinical-accuracy standards.
- Produced the stroke-education portal animation and companion infographic system, translating clinical concepts for non-specialist audiences. **Summit Emerging Media Award**.

Digital Designer / Media Developer — Meso Scale Diagnostics | Jun 2014–Nov 2016 · Rockville, MD

- Produced in-house print and digital media — technical brochures, product literature, data-driven marketing materials, internal communications — for a regulated life-science manufacturer, translating complex validation data into clear visuals for specialist and non-specialist audiences alongside scientific and product SMEs.

EDUCATION & RECOGNITION

B.S., Mass Communications — Virginia Commonwealth University · **Silver ADDY Award** (as Art Director) · **Summit Emerging Media Award** (Sentara stroke-education portal) · TITANIUM Sponsor, National Science Festival · U.S. patent application filed #64/002,673 (biomechanics visualization pipeline)