



**SCOTT
HUSSEY**

The Customer-First Creative Director

Brand Strategy | Creative Operations | Team Leader

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I'm a Creative Director who builds brands that people understand, and inspires teams to do their best work. A unique background combining nearly a decade of front line customer service experience with creative leadership so that every brand, campaign, and touchpoint starts with the question "what is the lived customer experience?" I have a proven track record leading creative across 12+ brands simultaneously, unifying national brand identities in 400+ retail locations, and building teams that run on trust rather than constant oversight.

Experience

Hussey Creative | *Freelance Creative Director* Jan 2025 — Present Wichita, KS / Remote

- Brand strategy and creative direction for startups and growing organizations, from discovery through visual identity and cross-channel execution
- Building full brand identity for a CPG startup (artisan spice blends): positioning, visual identity, target demographics, and packaging creative direction
- Developed comprehensive brand framework for a startup marketing agency including logo systems, visual language, brand voice, and scalable guidelines for multi-contributor execution
- Created dual-audience brand strategy for a B2B/B2C benefits company, differentiating visual identity and channel strategy for corporate buyers versus end-user consumers

Community Choice Financial | *Manager of Brand & Creative* Aug 2019 — Mar 2025 Remote

- **Creative Team** · Directed a 7-person team (3 designers, 2 copywriters, 1 art director) across 12+ financial services brands and 6+ channels including email, web, print, in-store, digital ads, and events
- **Scale** · Managed 20+ concurrent projects per quarter spanning homepage refreshes, email series, in-store signage for 400+ locations, performance ads, video displays, and NASCAR sponsorship
- **Brand Vision** · Led the unification of SpeedyCash's store and digital brand across 400+ nationwide locations, bringing years of disconnected visual identity into full parity for the first time in company history
- **Brand Building** · Created visual identities for 12+ inherited brands post-acquisition with comprehensive guidelines and documented design systems, replacing tribal knowledge with scalable infrastructure
- **Creative Culture** · Built a team on trust and empowered judgment, investing in the "why" behind decisions so people could make smart calls independently. Increased monthly output 15 to 20%
- **Acquisitions** · Navigated two corporate acquisitions without a missed deadline or brand disruption. Integrated staff through collaborative onboarding that preserved institutional knowledge
- **Performance** · Drove 17% CTR increase through performance marketing creative overhaul. A/B testing produced up to 6% conversion lifts, translating to thousands of additional conversions
- **Email System** · Redesigned all automated email flows and built component-based design system in Figma, replicated 1:1 in Iterable. Open rates up 20%, performance normalized to 30 to 50%, 25% engagement lift
- **Customer Lens** · Applied 9+ years of front line CX to evaluate every decision through the customer's eyes. Led Contact Us self-service redesign and customer research that reshaped the online funnel
- **Compliance** · Turned adversarial Legal/Compliance reviews into collaborative partnerships, significantly reducing approval turnaround by proactively learning regulatory boundaries
- **Mentorship** · Developed a designer promoted to UI/UX Lead. Coached a print designer on stakeholder presentation skills she still credits me for years later

Prime Concepts Group | *Web Designer* May 2017 — July 2019 Wichita, KS

- Designed and developed 20+ responsive client websites for a boutique marketing agency across a range of industries and brand styles, including brand design, WordPress setup, and maintenance

Visivo | *Creative Director* August 2015 — March 2017 Wichita, KS

- Owned all creative output for a startup agency, directing in-house and freelance designers and developers from concept through delivery
- Built every creative process from scratch, creating the operational foundation that let a small team punch above its weight
- Primary client relationship owner post-acquisition, translating business objectives into creative briefs and maintaining trust through transition

Experience (cont.)

Mathur Media | *Graphic Designer* August 2012 — July 2015 Wichita, KS

- Raised the creative bar at a media buying agency, producing campaign work compelling enough that the junior partner built her own firm around the client relationships we developed together

T-Mobile | *Senior Customer Service Representative* Dec 2002 — Jan 2012 Wichita, KS

- Nearly a decade fielding thousands of customer interactions at a major national brand, developing deep expertise in how people receive and react to brand communications. This shapes every creative decision I make today.
- Advanced to Senior Representative and team mentor, discovering the passion for developing people that became the foundation of a creative leadership career

Skills & Tools

Creative Leadership Team Building and Mentorship · Creative Vision · Brand Identity · Visual Storytelling · Design Systems · Cross-Functional Partnership · Creative Operations

Strategy Multi-Channel Campaigns · Performance Marketing · Email Design Systems · Brand Guidelines · Customer Experience · A/B Testing · Multi-Brand Portfolio

Tools Adobe Creative Suite · Figma · Canva · Iterable · WordPress · HTML/CSS

AI and Emerging Adobe Firefly · AI-assisted creative workflows · prompt-based design concepting

Education

Bachelor of Fine Arts, Graphic Design · Wichita State University