
ANTHONY 'SCOUT' UNDERWOOD

Venice, CA 90291

734.239.3195

scout@brandcraftsman.com

[LinkedIn](#)

[Website](#)

Creative Director, Brand Design

Design Direction – Strategic Thinking – Brand Building

Detail-oriented, analytic Creative Director identifies opportunities, understands potential impact, and prioritizes deadlines. Excellent organizational, presentation and communication skills. Thrives in fast-paced, collaborative environments, juggling multiple projects with varying objectives and deadlines. Mentors all members of team, encouraging and providing opportunities for self-development and training. Willing to relocate and/or travel 10%. Able to work remotely, in-office, or hybrid.

- **Spearheaded \$10M valuation application** called Paths
- **Established \$500K social media publishing software** for Toyota North America
- **Advanced company to be recognized as top 3 brands** in industry over much larger rival brands
- **Increased overall company sales by over 50%** with new ecommerce website

BRAND DESIGN & DEVELOPMENT • TEAM BUILDING • VISUAL LANGUAGE • PRODUCT MANAGEMENT • RESEARCHING • DESIGN DIRECTION • PROGRAM MANAGEMENT • INDUSTRIAL DESIGN • RESEARCH & DEVELOPMENT • GRAPHIC DESIGN • PROBLEM SOLVING • STRATEGIC THINKING • CREATIVE DIRECTION • SOCIAL MEDIA • ADOBE CS • MS OFFICE SUITE • SHOPIFY • HUBSPOT • BRAND DESIGN • DIGITAL ILLUSTRATION • BRAND BUILDING/POSITIONING • CREATIVE DIRECTION • HTML/CSS • PRODUCT DEVELOPMENT • PROJECT MANAGEMENT • COLLABORATION • AZURE DEVOPS

Executive Value Offered

- **Brand Design:** develops consistent, innovative, and meaningful brands
- **Collaboration:** works with cross-functional teams to solve strategic problems and create brand strategies
- **Visual Language:** understands need to convey critical messages through media
- **Research:** maintains up-to-date knowledge of current trends and best processes
- **Design & Creative Direction:** brings brands clearly to life with all types of marketing materials

Career Trajectory and Education

CO-FOUNDER	SEIZE LLC	2019 - PRESENT
BRAND CRAFTSMAN	BRAND CRAFTSMAN	2013 - 2018
STRATEGIC, CREATIVE, TECHNICAL CONSULTANT	BEYOND MARKETING GROUP, LLC	2008 - 2011
MARKETING DIRECTOR & BRAND MANAGER	BAKER DRIVETRAIN	2005 - 2008
PARTNER/DESIGNER/DIRECTOR	IGNITION NEW MEDIA WORKSHOP	2003 - 2005
PARTNER/INTERACTIVE DESIGNER	BLACKBOX	2001 - 2003
FREELANCER/CONTRACTOR	CREATIVEBOMB.COM	1999 - 2001
RECON SPECIALIST	UNITED STATES ARMY	1994 - 1997

KENDALL COLLEGE OF ART & DESIGN, GRAND RAPIDS, MI

BACHELOR OF FINE ARTS, VISUAL COMMUNICATION – GPA: 3.95

Professional Experience & Achievements

SEIZE LLC

Grand Rapids, MI • 01/2019 - Present

CO-FOUNDER

Merge background in software design/development and marketing strategies to guide Paths app product design, market fit, and company vision.

KEY COMPETENCIES: PRODUCT ARCHITECTURE, DESIGN, UX, BUSINESS MODELING, MONETIZATION, MARKETING STRATEGY

Spearheaded application valued at \$10M called Paths

- Recognized potential for app to capture memory cues of users and encourage good feelings about connecting
- Recruited top talent, forged significant marketing partners, and designed business model and plan
- Raised over \$1M for product creation

BEYOND MARKETING

Irvine, CA • 01/2008 – 02/2012

CONSULTANT

Produced projects for clients such as Google, Scion Canada, Scion US, Toyota US/Canada, Scion Racing, Brandman University, OMG Pictures, PowerIce, Avril Lavigne and LifeAID. Took on various consulting projects in marketing, events production, lead ration and social media development, graphic and web design, and software development.

KEY COMPETENCIES: SOFTWARE ARCHITECTURE, UX DESIGN, SOCIAL MEDIA MARKETING, PROCESS IMPROVEMENT, LEADERSHIP

Established \$500K social media publishing software for Toyota North America

- Assessed disjointed social media posts and brand voice from dealerships across NA
- Collected suggested, on-brand social media posts for use by dealers
- Owned development of software and drove to completion on time

KEY COMPETENCIES: MARKETING, BRAND BUILDING, DESIGN, EVENTS MARKETING TACTICS, DIPLOMACY, RESEARCH, COLLABORATION

Directed brand rollout for Scion Canada with event, art, music, and influencers

- Studied young adult culture in Canada
- Provided ideas, environmental design, and graphic design for grassroots event activation
- Designed customizations for first 20 Scions to enter Canada to increase excitement

KEY COMPETENCIES: MARKETING, STORYTELLING, BRAND BUILDING, NETWORKING, NEXT GENERATION MARKETING

Increased sales for younger generation by effectuating relevancy of Harley-Davidson to new market

- Examined customer base of current clients and recognized younger demographic unfamiliar with brand
- Authored instruction book on connecting with next generation of motorcycle riders
- Provided council and diplomacy for efforts to create authentic, culturally endemic content

BAKER DRIVETRAIN

Haslett, MI • 02/2005 – 01/2008

MARKETING DIRECTOR & BRAND MANAGER

Managed brand development, public relations, and media buying. Created photographs, illustrations, and graphic designs for use on marketing materials and website. Shaped marketing and new business strategies.

KEY COMPETENCIES: CREATIVE DIRECTION, BRAND BUILDING, BRANDING IMPROVEMENT, CROSS-FUNCTIONAL LEADERSHIP

Advanced company to be recognized as top 3 brands in industry over larger rival brands

- Controlled all branding or storytelling items like web, copywriting, photography, print, and apparel
- Designed all media to be on-brand and tell story of company
- Authored brand-positioning manifesto for employees to understand as behavior guidance

KEY COMPETENCIES: UX DESIGN, HTML DEVELOPMENT, ART DIRECTION, COLLABORATION, COMMUNICATION, SALES

Increased overall company sales by 50% with new ecommerce website

- Recognized importance of online sales to unlock new revenue stream for company
- Developed design for UX, programmed front-end, and collaborated with 3rd party vendors for integrations
- Confirmed compatibility for business operations with order flow

KEY COMPETENCIES: QUALITATIVE MARKET RESEARCH, PUBLIC RELATIONS, NETWORKING, RELATIONSHIP BUILDING/MANAGEMENT

Achieved world marketing influencer status in American Motorcycle industry

- Represented brand in assistance to company President
- Studied market during world travel identifying growth potential
- Forged vital relationships and partnerships for company

Awards, Affiliations, & Certifications

2000 Addy Award for web design

Adobe Gold Partner, HubSpot Partner