



scott donathan

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experience

OWNER AND DESIGNER

Donathan Design, Broken Arrow, OK

Partial client list:

- AAPG
- BASS/ESPN
- Crafton Tull Sparks
- Hood Hope & Associates
- Zebco
- Arrow Trucking
- Brothers and Company
- Helmerich & Payne
- SemGroup
- AVIMO Ltd.
- CITGO Petroleum Corporation
- HILTI International
- TD Williamson

My most recent freelance experience has been focused largely on image development, event collateral design and print design. A recent design for a marketing presentation package for Crafton Tull Sparks won an IABC Bronze Quill Award of Excellence in the Branding/Community Relations/Public Service Campaign category

1990 - 8/05

SENIOR ART DIRECTOR

CITGO Petroleum Corporation, Tulsa, OK

DESIGN

- Created image standards and visual styles for CITGO's print materials and collaborated in the development of style for the company's web site.
- Produced retailer and consumer literature designs for national and international markets.
- Developed package designs based on market strategies and worked with the CITGO marketing department to create a look for CITGO's brands.
- Designed and coordinated placement of visual materials for trade shows and charity events.

STRATEGY

- Played key role in developing departmental and overall CITGO Corporate strategies, policies and procedures.
- Collaborated with Barkley Evergreen and Partners, Kansas City, MO on various consumer advertising campaigns.
- Worked with public affairs department to develop communications for the corporations various internal communications campaigns.

ART DIRECTION

- Managed product packaging for hundreds of lubricants customers including CITGO's own brands.
- Scouted locations for national television film shoots and art directed shoots.
- Directed photography in studio and at remote locations. Participated in talent selection, wardrobe, location scouting and prop procurement for photo shoots.
- Performed press checks and approved proofs for printing.
- Traveled to remote locations for photo shoots for branding department, racing programs, employee communications and other marketing groups.

PROCESS MANAGEMENT

- Supervised other artists in the department and coordinated their activities with the project managers and others in the department.
- Directed printing and pre-press processes. Assisted purchasing department in establishing policies and procedures for print buying and vendor selection.
- Coordinated hardware and software upgrades for the Creative Department and implemented processes with consultants and IT department to make upgrades.
- Prioritized and managed work flow processes and tools in department for six designers.