

Scott Massey

www.nohawk.com



e[003] CalArts VALENCIA, CA

GRAPHIC DESIGN, MFA [Fall 2010–Spring 2012] Graduate Assistant to Lorraine Wild, Historical Survey of Graphic Design, [Fall 2010–Spring 2011]. Graduate Assistant to Scott Zukowski, Graphic Design BFA 1, [Fall 2011–Spring 2012].

t[002] Adjunct Professor
SVA: Voice 1 & 2 with Paul Sahre
Fall 2018 and Spring 2019

t[001] Adjunct Professor
NJCU: Design Techniques
Fall 2018 and Spring 2019

f[001] RRR Project

CURATOR/CREATIVE DIRECTOR [4.2009–4.2012] A collaborative project which asked artists to tackle recycling and environmental issues in a more personal manner. Responsible for the overall concept, curation and design of all publications, collaborations, group shows, marketing deliverables, and product.

w[001] Nohawk LITTLE SILVER, NJ

CREATIVE/ART DIRECTOR [5.2008–Current] Acting as an outside resource for in-house art departments, big and small, to help fully develop and execute special projects and brand development. Projects have included designing books, show packages, event graphics, systems development for digital/print campaigns, and seasonal concept designs for merchandise.

w[004] MTV NEW YORK, NY

CREATIVE/ART DIRECTOR [9.2016–11.2017] Tasked with creating identities/show packages for some of MTV's most infamous shows from then and now, staying close to the energy of the original while putting a contemporary spin on them. Directed campaigns for the VMAs; a 360 proposal that covered photo shoots for key art, Out of Home deliverables, TV spots, motion graphics (both storyboarding and directing outside agencies), environmental and digital executions.

w[003] Patagonia VENTURA, CA

ART DIRECTOR [9.2014–9.2016] Established an editorial voice for Patagonia Books that was unique to the content while reflecting the ethos of the brand. Created systems/visual languages to support the release of books, films, and events produced by Patagonia. Additional role: established and further developed the visual language for all Patagonia's brand campaigns.

w[002] Surfer Magazine SAN CLEMENTE, CA

ART DIRECTOR [12.2012–12.2014] Working with a small studio setting, redesigned the editorial system for the world renowned publication, which allowed for form to reflect the tone of the photography and content. Designed/directed all collateral for Surfer events: which included films, merchandise, contests, award shows, and co-sponsored forums. This entailed logo/systems design, in addition to motion graphics, environmental, and seasonal merchandise.

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Clients: Hat & Beard, Nike, SVA, Sonos, MTV, VH1, Outerknown, Patagonia, Penguin, SURFER, Quiksilver, ROXY, DC Shoes, Salted Magazine, Von Zipper, VF Corp, Simple, RVCA, Art Park, Quality Peoples, Thalia Surf, Vans, UCLA, USC, Oakely, Nixon, REDCAT, Good Magazine, Foam Magazine, Olukai, Alternative Apparel, American Express, Staples, E3, Subnation, AOL.

Awards: Art Directors Gold (VMAs 2016), PRINT Regional Design Awards (SURFER, 2013-14) & (*Surf Is...* and *Living & Breathing*, 2015), Webby Awards (SURFER, 2013-15), One Club (SURFER Poll, 2014), STA Awards (Ken O'hara, 2011).

Exhibitions: MoMA Millennium Magazines (RRR 1 & 2), *Pulled*, Friends Show at THIS Gallery LA.