

# Scott A. Moehring

Designer | Writer | Process Improver | Print Expert | Clarity Specialist

<http://www.moehrbetter.com/creative-pro.html>

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scott.moehring@gmail.com](https://www.linkedin.com/in/scott-moehring/scott.moehring@gmail.com)

Interlochen, MI

Creative professional with depth in marketing ideation, design, writing, process, and production art.  
Managed design and buyer teams, vendors, and production budgets up to \$20 million.

Known for clarifying messages, presentations, processes, usability, and execution details.  
Valued asset in creatively solving complex problems by uncovering patterns, connections, and options.  
Empathetic, precise, adaptable, curious, and kind.

**Skills** – Positioning, Messaging, Copywriting; Logo, Collateral, Presentation, Website, and Product Design;  
Brainstorm Facilitation, Process, UX/UI, Training, Staff Development, Vendor Management;  
Photography, Illustration; InDesign, Illustrator, Photoshop, XD, HTML, Sketchup; Excel, Outlook, Powerpoint

## Work Experience

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### Creative Lead (freelance)

Self-employed - Interlochen, MI

2019 to Present

- develop visuals, messaging, marketing materials, and production art for small businesses
- Tricon Group, Eric Mack Inc, Kubb Nationals, A Pirate's Life, Ohio PinBrew Fest, Laundry Butler Ohio

### Creative Lead (freelance)

Outside Edge pinball products - Columbus, OH

2015 to Present

- creative lead for startup company developing pinball decor and restoration products
- design products, logos, marketing, show booth, seminar presentations, promotional videos, and website
- won best exhibit at the Chicago Pinball Expo 3 years in a row

### Production Manager

Ascena Retail Group (Lane Bryant and Catherines) - Columbus, OH

2005 to 2019

- led team responsible for buying \$20 million annually in printed marketing
- procured and managed annual production of 3,000+ unique signs and hardware packed into 50,000+ custom boxes, delivered to 1,050+ retail stores within tight time, budget and quality constraints
- partnered with 10 outside vendors, and 3 internal teams (Creative, Operations and Finance)
- opened and managed hundreds of POs and vendor invoices, and reconciled monthly budget
- created automatic print cost estimation system, reducing initial quoting time by two-thirds
- identified and enabled cost savings of \$2.1 million in printing and shipping by optimizing sign construction to avoid oversized charges while maintaining the visible marketing surface area
- collaborated with Transportation department to earn \$300,000 reimbursement for incorrect UPS charges
- developed prototypes, set quality standards, streamlined processes, facilitated department brainstorming
- received awards for spearheading centralized attributed store list and best 3D POP design

## **Designer/Corporate Trainer (freelance)**

Self-employed - Granville, OH

2004 to 2005

- developed brand strategy, research, art direction, Web design, copywriting, advertising, and training
- served 8 companies in Ohio, Michigan, and Manhattan - Nationwide, Abbott Nutrition, Method Design Group, Owens Corning, Ten United advertising, FTEN, Karlsberger Architecture, PVS, and the IAAP

## **Communication Consultant**

Nationwide Insurance & Financial Services - Columbus, OH

2003 to 2004

- consulted on key brand, creative strategy, brainstorming, design, copywriting, and advertising initiatives
- trained and/or coached 250+ associates in e-mail management, personal productivity, creative process, diversity, and Web searching

## **Graphics Manager**

Nationwide Insurance & Financial Services - Columbus, OH

2000 to 2003

- managed team of 5 designers
- rewrote 100+ page brand standards manual during transition to new Nationwide logo
- led team for first Nationwide annual report written, photographed, and designed completely in-house
- increased internal customer satisfaction scores from 63% to 95%

## **Graphic Designer/Production Artist**

McCann-Erickson - Troy, MI

1998 to 2000

- built national print advertising for 5 accounts (Buick, GM, Delphi, Hot Jobs, & Red Wings)
- won new Penske Auto Centers account, and served as account manager and graphic designer
- assisted in increasing production studio revenues by 42% in 2 years with no additional staff
- received 1998 GM Alpha award; 1999 Buick Stretch award; McCann Truth Well Told award
- promoted to Vice President

## **Education**

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### **Bachelor's in Industrial Design (concentration in Visual Communication)**

Ohio State University

## **Assessments and Awards**

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**Assessment tests on Indeed.com** – received Expert level in Verbal Communication, Written Communication, Teamwork Interpersonal Skills, Graphic Design, Marketing, Organizational Skills, and Attention to Detail

**Awards** – Best Exhibit 2017/2016/2015, Chuck Cubra award 2014, Lena Award 2014, Print Excellence Gold Award 2010, Sophie Award 2007/2006, Nicholson Award 2001, Buick Stretch Award 1999, Truth Well Told Award 1999, GM Alpha Award 1998