

# SCOTT JAMES LATIMER



## CREATIVE ART DIRECTOR BRAND & MARKETING DESIGN

Creative Art Director with 10+ years of experience leading branding, marketing design, and real estate marketing campaigns. Proven ability to deliver high-impact visual solutions that support multi-million-dollar property transactions, streamline production workflows, and elevate brand visibility. Expert in integrating design, photography, and video to create cohesive, results-driven marketing systems.

### CORE SKILLS

#### DESIGN & CREATIVE DIRECTION

- Branding & Identity Systems
- Marketing Campaign Development
- Visual Storytelling & Art Direction

#### DESIGN EXECUTION

- Print: brochures, OM's, flyers, signage, annual reports
- Digital: web assets, social media, email marketing, proposals
- Typography, layout, and prepress production

#### PHOTOGRAPHY & VIDEO

- Commercial, lifestyle, and real estate photography
- Drone photography & videography (FAA Part 107 Certified)
- Video tours, editing, and color correction

### TOOLS

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro, After Effects)

### LEADERSHIP & OPERATIONS

- Project management & workflow optimization
- Client strategy & consultation
- Team mentorship & cross-functional collaboration

### EDUCATION

Bachelor of Science  
- Visual Communications / Graphic Design

### PROFESSIONAL EXPERIENCE

#### DEAN CALLAN & COMPANY | CREATIVE ART DIRECTOR 2018–PRESENT

- Lead end-to-end creative direction for real estate marketing, supporting multi-million-dollar property listings and transactions
- Direct integrated marketing efforts including branding, print, digital campaigns, photography, and video production
- Produce high-impact offering memorandums, proposals, and marketing collateral under tight deadlines
- Collaborate with brokers to enhance property positioning and maximize buyer engagement
- Introduced drone photography services, expanding marketing capabilities and increasing listing visibility
- Manage multiple concurrent projects while ensuring consistency, quality, and on-time delivery

#### ARA, A NEWMARK COMPANY | SENIOR GRAPHIC DESIGNER 2014–2018

- Produced marketing materials for a high-performing brokerage team marketing large-scale apartment communities
- Designed offering memorandums and proposals contributing to multi-million-dollar property transactions
- Developed and implemented standardized branding templates, improving production efficiency and team consistency
- Managed high-volume, deadline-driven workflows for a 20-person team
- Mentored junior designers and interns, supporting team growth and onboarding
- Executed a wide range of deliverables including cartography, branding, digital marketing, and print production

#### SJL GRAPHICS, LLC | OWNER/DESIGNER 2013–PRESENT

- Founded and operate a full-service creative business delivering design, branding, and marketing solutions
- Partner with clients across technology, real estate, nonprofit, and small business sectors
- Lead projects from concept through execution across print, digital, and multimedia channels
- Provide strategic brand consultation, helping clients clarify messaging and visual identity
- Manage client relationships, timelines, and project delivery

#### DENVER FILM SOCIETY | GRAPHIC DESIGNER 2008 & 2012

- Developed branded materials for the Starz Denver Film Festival
- Designed ads, annual reports, invitations, and event signage
- Collaborated with stakeholders to ensure brand consistency and donor recognition
- Delivered high-quality work under tight deadlines in a fast-paced environment



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