

two seater

I'm Scott Hartzell, a designer building intentional, culture driven brands and digital experiences that blend refined aesthetics with thoughtful interactions.



Let's Chat

hello@twoseater.studio

@twoseater.studio

Method

With a blend of play and precision, I bridge clarity with craft. My work begins with curiosity—listening closely, uncovering intent, and shaping ideas into experiences that are both strategic and striking.

I specialize in the details that elevate design: thoughtful systems, intuitive flows, and expressive visual language. Whether developing a brand from the ground up or translating one into a digital product, I bring a rigorous, detail-oriented approach to every stage of the process—balancing creative expression with systems thinking.

My practice is collaborative at its core. I thrive in fluid roles—supporting teams where needed, jumping into existing systems, or leading design from concept to handoff.

Process

Tools

Figma

Indesign

Illustrator

Photoshop

Webflow

Framer

Notion

Slack

Jitter

Javascript

HTML + CSS

Capabilities

Visual Design

Web Design

Identity

Interactive Design

Design Systems

Wireframing

Prototyping

Art Direction

Strategy

Copywriting

Naming

Low Code Dev

Craft

Rosette

About

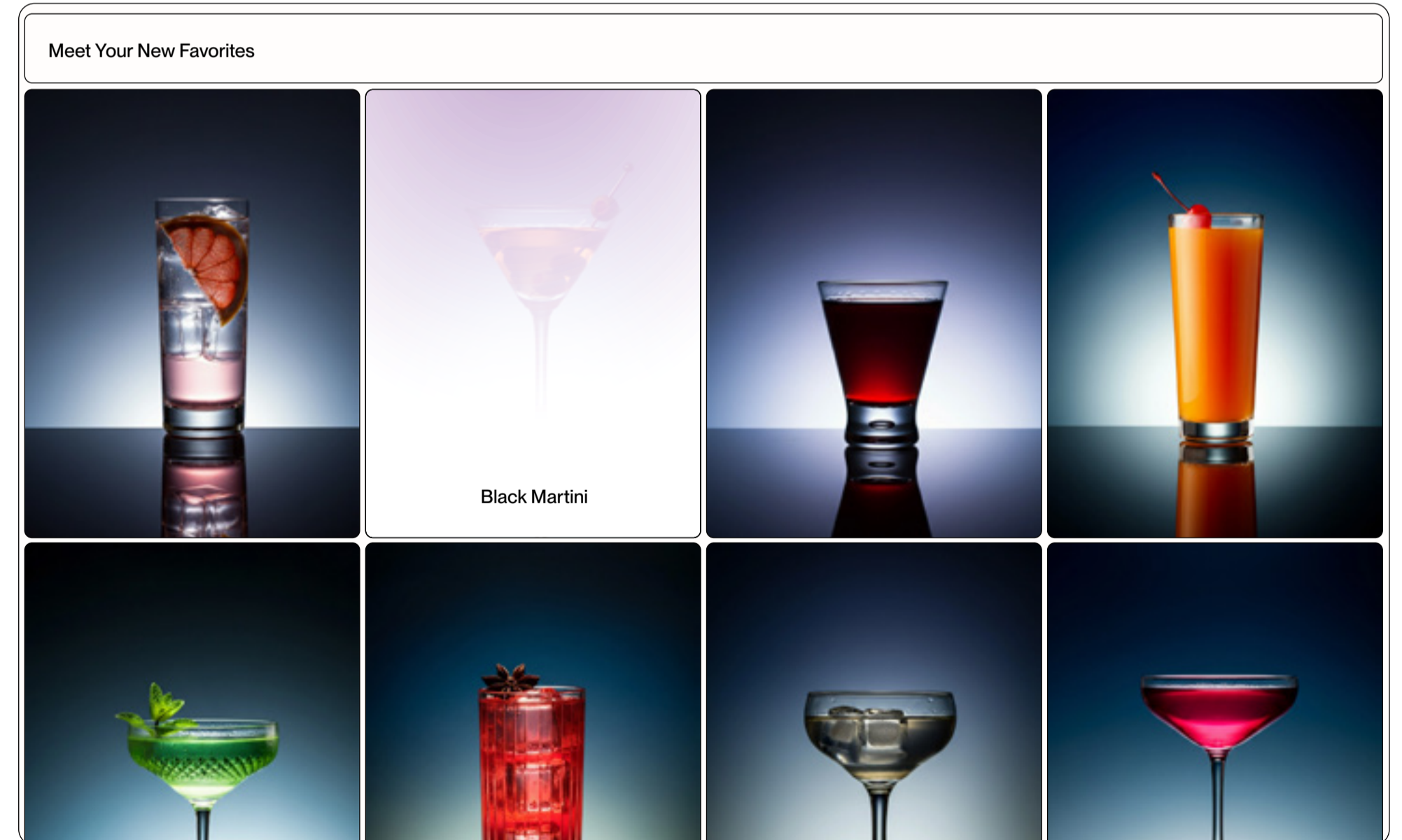
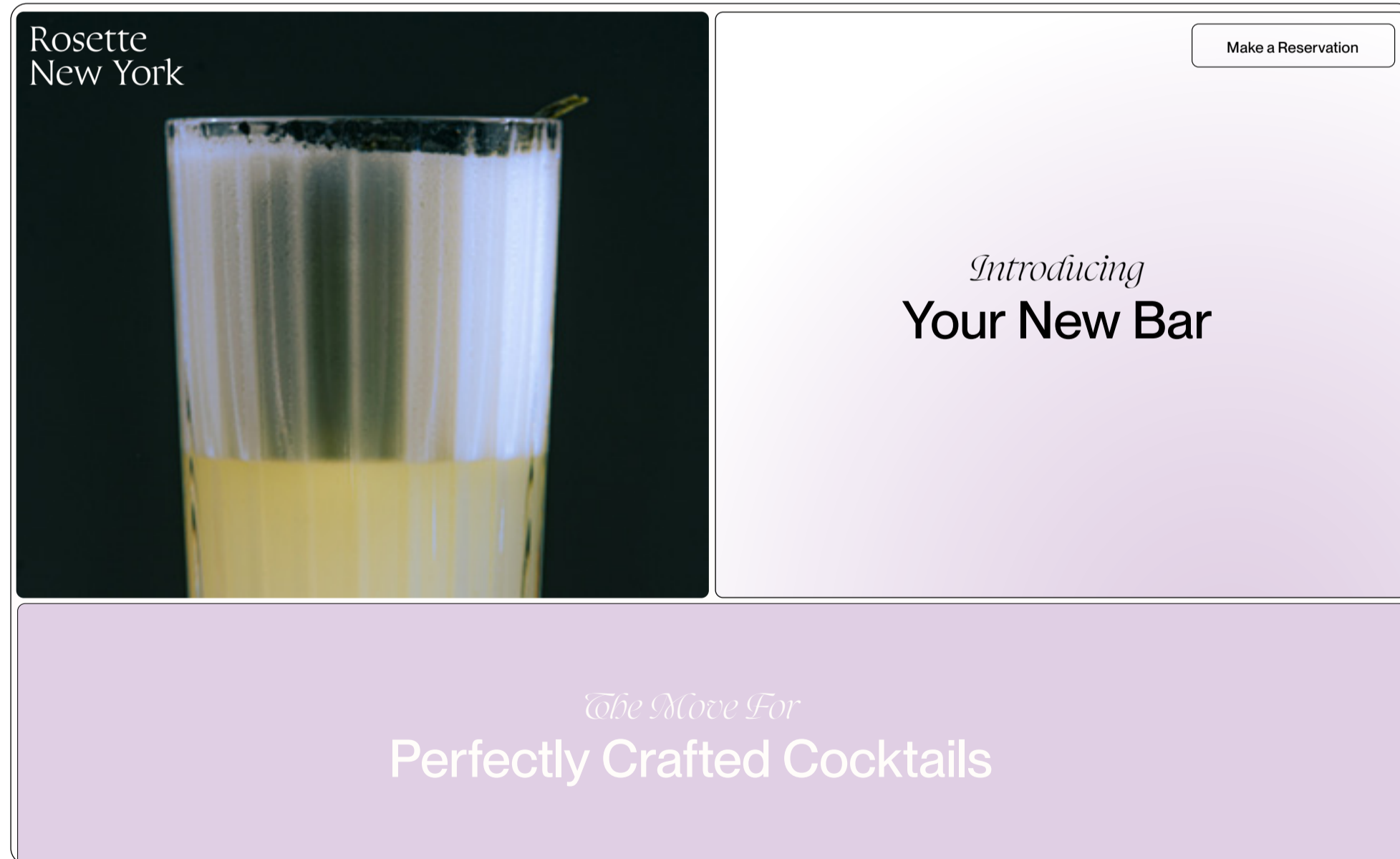
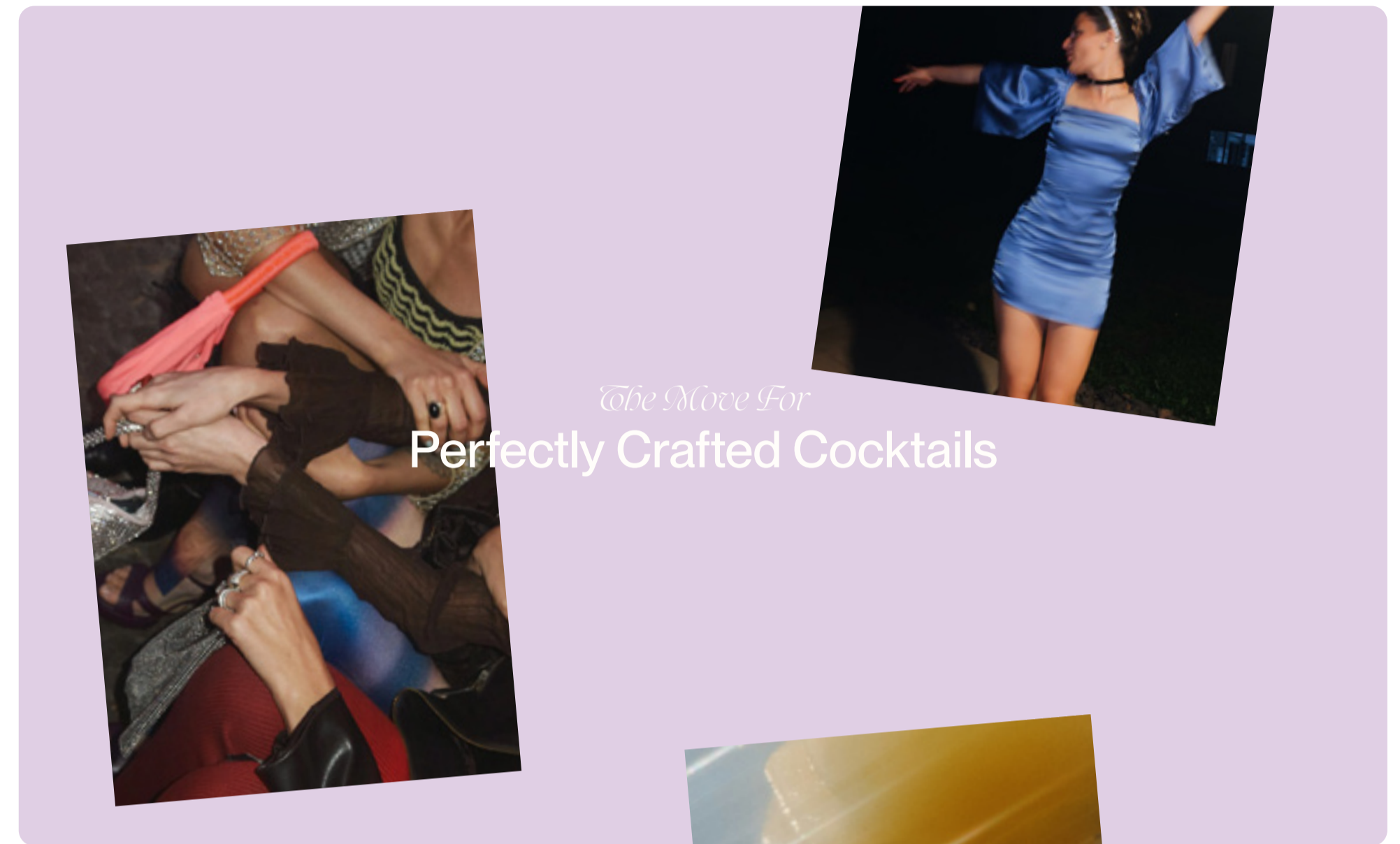
Rosette entered New York's saturated cocktail scene with a challenge: to feel both aspirational and familiar. From naming to digital experience, I crafted a brand that fused city grit with Girly Pop glamour.

The photography split between two styles—polished studio shots highlighting mixology's artistry and raw, phone-shot lifestyle images—reinforced this duality. The layout mirrored a curated night out, balancing high-energy visuals with moments of restraint, where CTAs aligned with emotional peaks. More than a digital intro, this work positioned Rosette as a destination—an invitation to belong.

Scope

Webflow Development, Art Direction,
Web Design, Strategy, Naming,
Identity, Copywriting

rosettenewyork.com



Arhaus

About

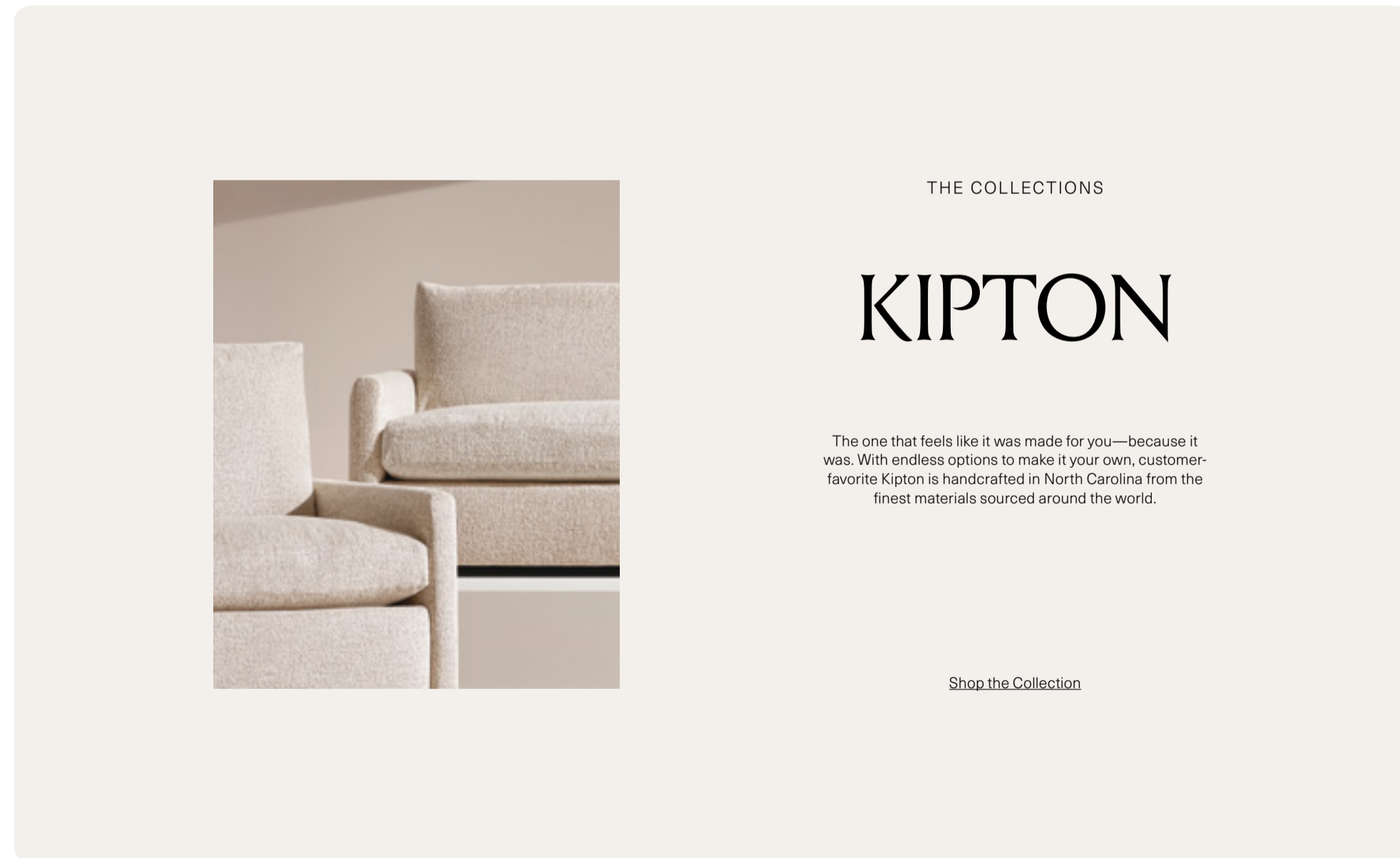
Arhaus aimed to elevate its digital presence, blending luxury with warmth. As Art Director of Web, I helped evolve the brand's visual language, balancing high-end craftsmanship with approachability. A key effort was The Art of Upholstery, a landing page showcasing bespoke offerings. The design led with immersive photography, highlighting textures and details, followed by structured content blocks for seamless storytelling. Refined serif headlines paired with understated sans-serif body copy reinforced the brand's duality.

More than aesthetics, this work helped reposition Arhaus, transforming its website into a balance of elegance and usability.

Scope

Shopify Development, Art Direction,
Web Design

arhaus.com





EXCEPTIONAL

Blunder

About

Chess is often steeped in prestige and tradition, making it uninviting to newer players. Blunder set out to change that, creating a platform for a younger, Esports-savvy audience—where chess feels dynamic, rigorous, yet approachable. I anchored the brand in a bold paradox: reclaiming blunder (??) as a badge of progress.

The visual identity broke from tradition, blending chess's black-and-white contrast with modern gaming aesthetics—3D interactions, playful motion, and a modular grid system. Blunder redefines chess for a new generation, transforming mistakes into milestones and making learning as celebrated as mastery.

Scope

Webflow Development, Art Direction,
Web Design, Strategy, Naming,
Identity

makechessblunders.com

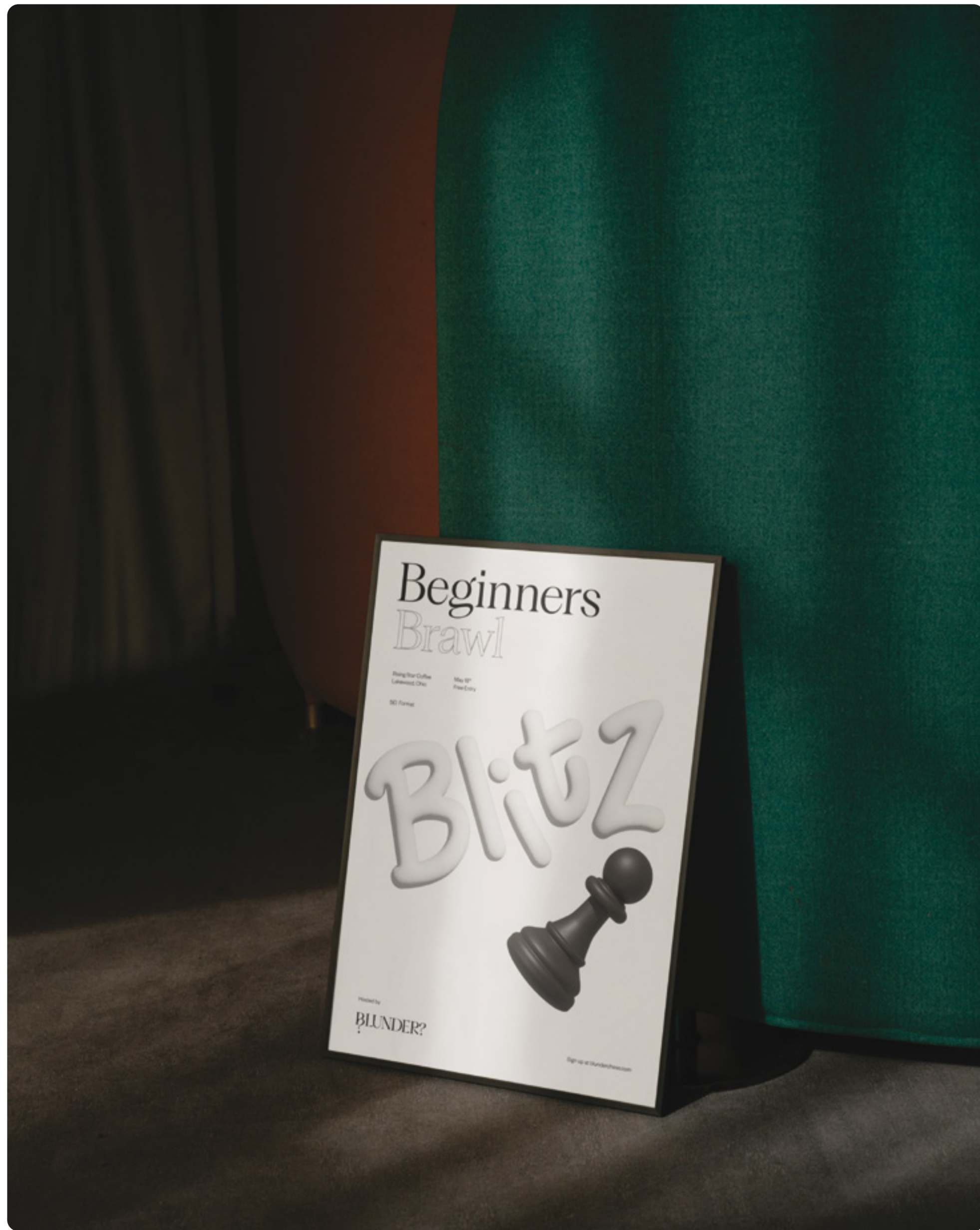


Development



Developing your pieces means moving them from their starting positions to more active and useful squares. This includes your knights, bishops, and eventually your rooks and queen. By placing your pieces on active squares, they become more powerful and can control important parts of the board.

Knights and bishops, often called minor pieces, should usually be the first to develop. Knights are especially good early on because they can hop over pawns and other pieces, landing on squares that control the center of the board. Bishops can slide diagonally across the board, covering a lot of ground and supporting your other pieces. Remember, your queen is powerful but can be a target if brought out too early, so it's usually better to save her for later. Rooks and your queen come into play after you've developed your minor pieces and possibly castled to ensure your king is safe.



BLUNDER?

Cleveland Creative House

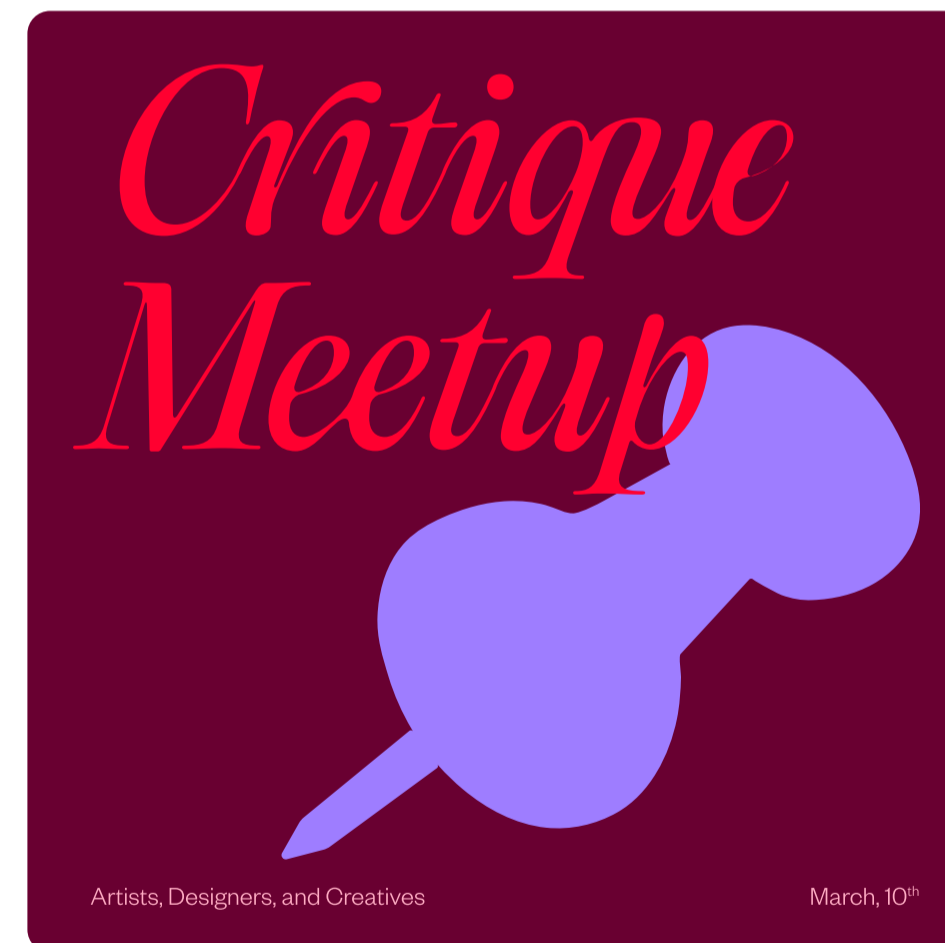
About

I founded Cleveland Creative House to unite, inspire, and nurture Cleveland's creative community through events designed by and for creatives. I led strategic positioning, naming, and creative direction, crafting a brand that felt open-ended and participatory—mirroring the creative process. The digital experience became an interactive playground, featuring endless scroll, cursor-driven "painting," and 3D draggable elements, turning passive browsing into moments of play. These choices made the site an extension of creativity itself, reinforcing the belief that connection drives community and establishing CCH as Cleveland's creative heartbeat.

Scope

Webflow Development, Art Direction, Web Design, Naming, Identity

clecreativehouse.com



Laura Naples

About

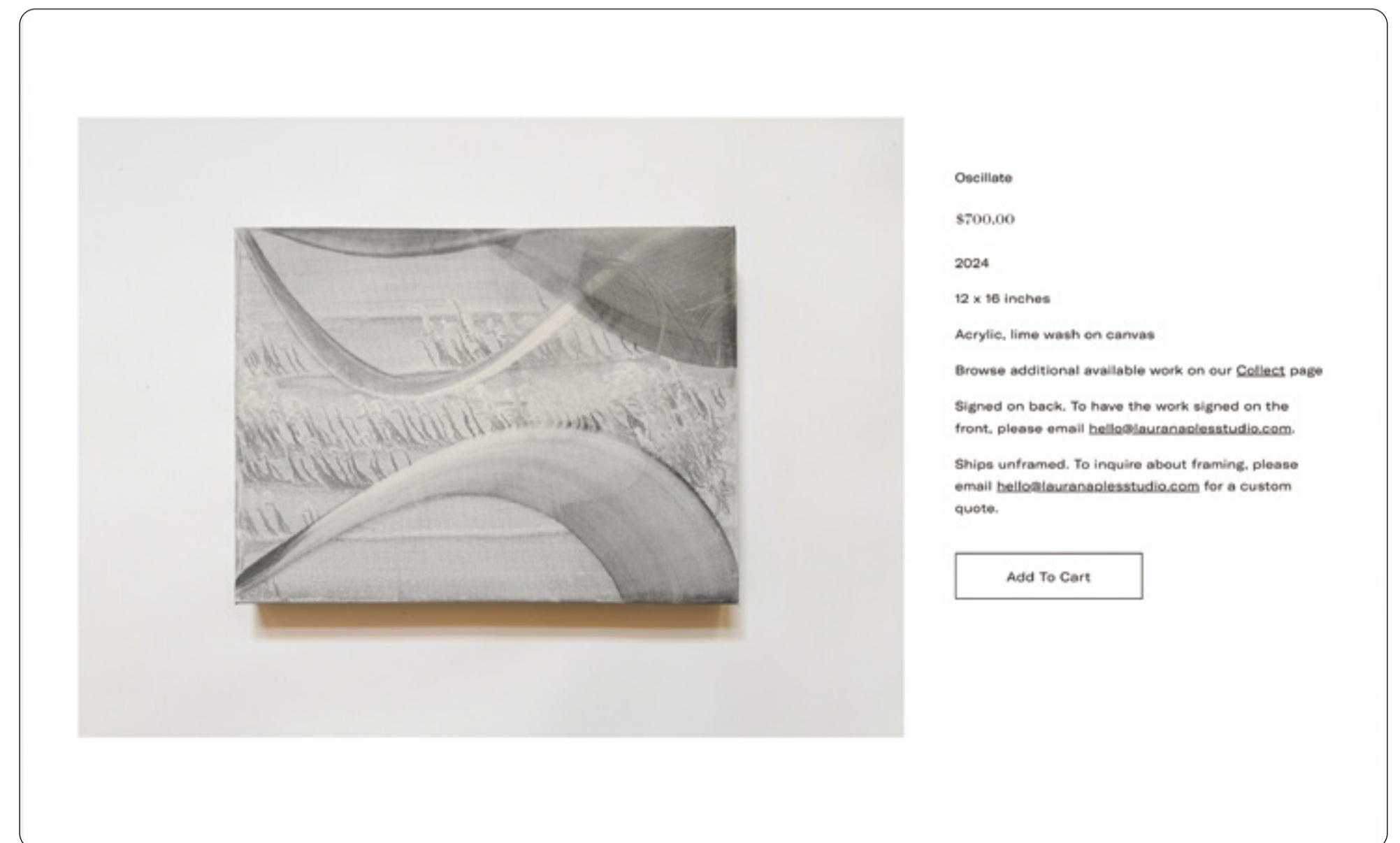
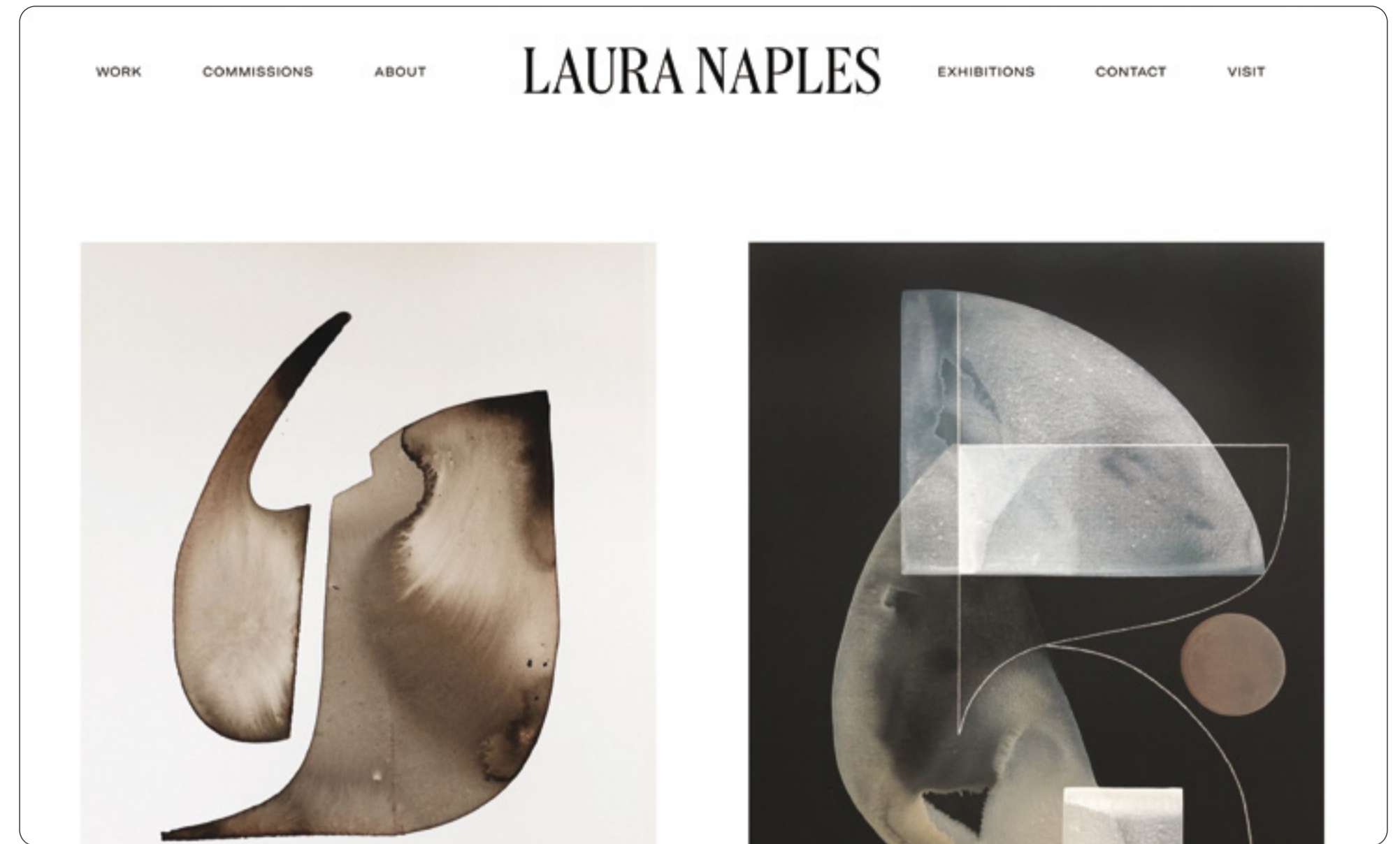
At Office of Opal, I helped translate Laura Naples' brand identity into a digital experience that mirrors her work's duality—refined yet expressive. The site, built on Squarespace with custom code, balances elegance and functionality, giving Laura full control.

Inspired by gallery aesthetics, ample white space lets each piece breathe, while a masonry grid adds rhythm. A subtle hover effect transforms each work from image to information, momentarily removing the visual to reveal title and medium in understated typography. A background video immerses visitors in her process. The site serves as a dynamic extension of her artistic vision.

Scope

Squarespace Development, Art Direction, Web Design, E-commerce

lauranaplesstudio.com



Interested in
working together?

hello@twoseater.studio