

SCOTT J BAILEY TOYS+

206.755.6571

scott@scottjbaileytoys.com

- Goals · Long Term – I see myself leading a team of designers, engineers and creative thinkers—making games and toys and developing brand names that touch the hearts and minds of consumers and find permanent places in their lives for generations to come.
Short Term - To be a senior player on a similar team, developing brands and their identities. Drawing on my varied commercial art background managing creative people. And to learn SolidWorks a.s.a.p..
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- 2007 · “Guesstimate” marketing promotion/game - M&M/Mars Candy Company
I created the outline and branding for a game and introduced it to one of M&M’s brand innovation firms, Left Blue Sky- NYC, who is presently taking it through the internal review process at Mars.
- 2006 - 2007 · Kaleidipod, patent pending iPod accessory – Inventor/Creative Director
I’m responsible for conceiving, designing and developing the product concept and branding. I hand-made the working prototypes and am now managing a SolidWorks engineer through the final design.
- 2004 · TidePool, children’s card game – Designer
I designed the characters, cards, branding and packaging for this card game.
- 2005 - 2006 · Jelly Belly, Baker Beans & The Jelly Belly Cookie Book – Inventor/Designer
I’m responsible for conceiving and outlining a new product concept, “baker beans,” plus creating and developing a book concept that repositions Jelly Beans as a baking convection to compete in a \$1 billion plus “morsel” market.
- 2004 · Über Nobber, rubber doorknob covers – Inventor
I conceived, sculpted, and hand-made the prototypes for this novelty toy.
- 2001 - 2004 · Swiggle, the 21st century tinkerthing – Inventor U.S. Patent # 6491563
I conceived, designed, named, branded and prototyped an activity toy for the construction category. I also designed the packaging and, as an independent inventor in search of a license, I designed print collateral and a DVD presentation of the product in action.
- 2003 · Metro Gallery, Pasadena, California - solo exhibit - Watercolors & Toys
- 1999 - 2002 · Art Center College of Design Pasadena, California - Part-time Faculty
Advertising Department - Advanced Advertising Concepts
Foundation Studies Department - Communication Design II
- 1991 - 2005 · Various Advertising Firms – titles: Head of Art/Senior Art Director
Agencies: Cole & Weber, Seattle; TBWA Chiat/Day, L.A. ; FCB, NY; Mad Dogs & Englishmen, NY; Kirshenbaum & Bond, NY
Accounts: Taco Bell (Chihuahua); Energizer; The Woodland Park Zoo; Rainier Beer; Citibank; The Village Voice; Kenneth Cole; CNBC;
Kudos: The One Show, Clio, AIPC (MOMA, NY) Communication Arts
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Education · Art Center College of Design, Pasadena, CA – 1989-1991 – BFA w/ Honors – Advertising Design

- Skills · All things MAC - Photoshop Illustrator, In Design, Quark, M-Office, Final Cut, DreamWeaver (teaching myself Flash now); written and verbal communication; playful design; creative team management; passion and self-motivation; concept thru final product design; watercolor; cooking; camping.