



# Prescott Perez-Fox

BRAND DESIGN, ART DIRECTION, STRATEGY

prescott@perezfox.com // perezfox.com // 973.900.1588

## PROFILE

Brand-focused art director/designer with diverse experience in identity, communication, packaging, and digital design. Intelligent, passionate, professional, geeky.

## WORK

### CURRENTLY

**Starship Design // Art Director, Founder, Principal**  
Me, the solo practitioner, working independently with small business and institutional clients, on brand strategy and identity design projects.

*Clients include:* Fascinate, Inc., NY Indivisible, Antimony Media, Open Communities, Synergy Showroom, Drexel University

**New York City College of Technology  
City University of New York // Adjunct Professor**  
Instructor and Course Creator for Communication Design students in their second-year studio class.

### ALL TOLD

Seventeen years design, art direction, management, brand strategy, development, and production experience within agencies, in-house design groups, and as a one-man show.

*Agencies include:* Interbrand, The Brand Union, Carbone Smolan Agency, Tribal, Saatchi & Saatchi, Lippincott, Pushpin Group, McGarry-Bowen

*Clients include:* MakerBot, Tom Ford, SmartWater, Tommy Hilfiger, Lord & Taylor, The Armory Show, NFL, Bank of America, Charles Schwab

## SCHOOL

### MASTER'S

**University for the Creative Arts**  
*Major:* Graphic Communication  
*Focus:* Cultural Identity & Consumer Branding

### BACHELOR'S

**Drexel University**  
*Major:* Mechanical Engineering  
*Focus:* Aerospace

## SKILLS

### DISCIPLINES

Logos & Identity, Brand Strategy, Brand Development, Packaging, Presentations, Print Layout, Photography, Editorial, Research, Retouching, eBooks, Digital Publishing, Mobile, Interactive, UX, UI, User Testing, Project Management

### TOOLS

InDesign, Illustrator, Photoshop, Bridge, Acrobat, Keynote, Audition, Garageband, Coda, Sketch, HTML, CSS, WordPress, Balsamiq, JavaScript, Markdown, GitHub, macOS, iOS

### AFFILIATIONS & SIDE PROJECTS

AIGA, NAPP, Freelancers Union, InDesign Users Group, The Busy Creator Podcast, New York City Podcast Meetup, New York Rugby Club

## CONTACT

### PORTFOLIO

[perezfox.com/portfolio](http://perezfox.com/portfolio)  
Examples of projects in brand identity, print, packaging, and digital design.

### EMAIL/PHONE

[prescott@perezfox.com](mailto:prescott@perezfox.com)  
973.900.1588 mobile

### LOCATION

Brooklyn, NY

### BLOG & PODCAST

[busycreator.com](http://busycreator.com)  
Focused on tools, techniques, and habits for creative success.

### SOCIAL NETWORKS

[in](#) [scottperezfox](#)  
[t](#) [scottperezfox](#)