



Scott Deakin

DESIGN MANAGER

QUALIFICATIONS

Swansea Metropolitan University
Bachelor of Design, Marketing and Advertising (Honours, First Class)

Metropolitan University
HND Graphic Design, Swansea

INDUSTRY EXPERIENCE

Concepting, creative direction, art direction, design and execution, creative and digital strategy, content creation, branding and identity, copywriting, social strategy and creation, experiential activations, film direction and narrative, VR, AR and 360 degree immersion.

CURRENT CLIENTS AND PROJECTS

Department of Defence

Australian Defence Force

Digital Transformation Agency

National Indigenous Australians Agency

RD Consulting Rebrand

RD Consulting Website Redevelopment

OVERVIEW

Scott is a creative problem solver powered by strong tea and a love for creating powerful ideas. A creative with an international pedigree, he's worked with some of the world's leading brands both in Australia and in Europe. He believes in ideas that connect people to each other, to brands, and to purpose.

Scott has led and built creative departments across network agencies and independent agencies alike, meaning he's not afraid to roll up his sleeves and get stuck in. He prides himself on his collaborative approach and is a big believer in diversity of thought to solve complex problems.

CAREER HIGHLIGHTS

- Leading a national creative team of 20+ creatives across four states.
- Sitting on the global Y&R Creative Directors boards.
- Winning a D&AD young designers award, the world's most prestigious award for creative excellence in design and advertising and judged by more than 260 global creative leaders.
- Successfully leading pitches on numerous multinational brand accounts.
- Winning numerous international and local advertising awards.
- Lecturing at the University of New South Wales in Advertising and Communication.