1997-2010 | THE PORTFOLIO OF:
scott monaco
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QuietYell™
AUDIBLY SILENT. VISUALLY LOUD.

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BIO:

Scott Monaco is a visionary entrepreneur & creative leader, having excelled for over 13 years in brand development & communications[1], ergonomics & design[2], and site/app & information architecture[3] applying towards intellectual property & entertainment development, illustration, product design, graphic design, advertising, web design & development, game and app design & development, and events amidst other similar disciplines. His creative leadership has led him to be the founder of multiple endeavors ***(including Spiniker Media Group, QuietYell, MeMe & My World Inc.)*** as well as hold art direction & design positions at multiple agencies ***(Ignition Industrial Design, Calise & Sedei Advertising Agency & Springboard Agency)***. Mr. Monaco has served as an equity holder & Chief Creative Officer for ***Grapevine Star Entertainment Inc.*** and as Senior Consultant & Team Leader for ***Social Media Analysts LLC***. He has also held positions as Senior Vice President of Technology & Product Development for ***Neotive Gateway Solutions*** & as Vice President of Community Development for ***Mexia Holdings Inc./Freestone Natural Gas Solutions***.

Through his ventures and for large corporations across several industries, Mr. Monaco has directed & worked in an extensive variety of disciplines from ideation to realization in brand, intellectual property, product, traditional & new media development to their exploitation in marketing & advertising across print, radio, tv, internet, convention, etc.

1 Including intellectual properties, media, products, new media/social media, advertising, etc.
2 Digital & physical product interfaces
3 Front-end to back-end, intranet & extranet, B2B/B2C

DISCIPLINES & CLIENTS

DISCIPLINES OF ACTIVE INVOLVEMENT INCLUDE

CONCEPT IDEATION & STRATEGY DEVELOPMENT
(intellectual property & brand, interactive systems, physical & digital product, marketing & advertising, etc.)

CREATIVE & ART DIRECTION
(print, radio, tv, product, photo shoots, etc.)

BRAND & INTELLECTUAL PROPERTY DEVELOPMENT
(character & storyline, logos & corporate identity, merchandising & licensing, restaurant, retail, entertainment venue, etc.)

PRODUCT & PACKAGING DEVELOPMENT
(R&D, concept, ergonomics, book & magazine, ticketing, dvd/cd, toy & gift, board game, plush & puppet, apparel & accessory, stationary, tech gadget, etc.)

GRAPHICS & ILLUSTRATION DEVELOPMENT
(2D, 3D, hand & computer, etc.)

MARKETING & ADVERTISING
(print/radio/tv/internet ads, direct mail, brochure & sales collateral, exhibit & trade show, in-store POS, promotional, menu, etc.)

WEB & INTERACTIVE DEVELOPMENT
(information architecture, marketing & functionally expansive websites, intranets/extranets, presentations, social media systems, mobile apps, virtual world gaming, etc.)

ANIMATION & VIDEO DEVELOPMENT
(tv commercial, internet ads, presentations, etc.)

CLIENTS INCLUDE

CONSUMER PRODUCTS/SERVICES/DISTRIBUTION & ENTERTAINMENT COMPANIES

Fossil Watch, LeapFrog, GameStop, Walmart, Blockbuster, Gameworks, Daystar TV, Urban America TV Network, Dallas Mavericks, Dallas Desperados, Yao Ming, Troy Aikman, Mike Modano, Ace Cash Express, Service Experts, Cool Cuts 4 Kids, Stick Networks, Pecan Deluxe Candy Company, Boy Scouts of America, etc.

BUSINESS PRODUCTS/SERVICES/DISTRIBUTION COMPANIES & CONVENTIONS

Samsung, Texas Instruments, Motorola, Fujitsu, DSC, Alcatel, Advanced Fiber Communication, Santera Systems, Tidel, Taqua Voip, TXU Energy, Starlight Power (Now "Texas Power Online"), American Floral Industry Association, People Solutions / Portenta HR System, etc.

ARTWORK OVERVIEW

content development

The creative ability to concept & develop artwork ranging from traditional to digital in fine art, illustration, branding, design, animation, and interactive has been foundational for directing, managing, strategizing, & casting vision for a variety of direct business agendas.

My background & core passion comes from a fine art & illustration discipline. Overall, this is what undergirds my perspectives and approaches, as much of this discipline is crafted around synthesizing concepts & messages and communicating them through representational and non-representational story-telling, using analogical images & graphics.

In short, the ability to create artwork allows me to uniquely understand, compose, & communicate in any challenge that comes before me.

ILLUSTRATION OVERVIEW

illustration

INTELLECTUAL PROPERTY, CHARACTER, & ILLUSTRATION CONTENT DEVELOPMENT

Technical abilities span drawing (pencil, colored pencils, pastels, markers, ink, etc.), painting (acrylic, oil, gouache, airbrush, etc.), mixed media (various other mediums), digital illustration (vector-based to fully rendered, ie. Adobe Illustrator & Photoshop), and other illustrative art types (including physical and digital 3D, collage/mosaic, etching, etc.).

Styles & genre typically span children's to adult, mild-to-extreme characterizations (cartoon, comic, storybook, etc.), fairy-tale, fantasy, and sci-fi. Abstract-based styles can also be done but are mostly only expressed graphically when developing logos & brand support imagery. Artwork subject matter covers figurative to object & environmental representations.

Uses of illustrations range concept art, brand support, storyboards, spot illustration, editorial illustration, media illustration, product illustration, and so forth.

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design

B2B & B2C BRAND MARKETING, DESIGN, & PRODUCT DEVELOPMENT

As design is instrumental in brand development and communications, my applications of design have comprehensively covered brand identity, product development, business & sales material, advertising, and more, through print, traditional media, & new media.

Technical abilities span concept to production art including illustrative & abstract graphic development (logos, supportive graphics and icons, charts, etc.), single to multi-page layout & development (ads, posters, books, etc.), specialty printed design (POS display, packaging, etc.), media graphics & media development (tv/film, web, etc.), and more.

While industries have been diverse to include many professional b2b & b2c products and services, much effort and focus has covered media, entertainment, & mass consumer-based products, services, & retail.

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MANGA WORLDWIDE™

EARTH BOY™

RedBean Soup™

BACK IN THE GAME!™

GrapevineStar™

AFRICA HAUTE™

HIP HOP BOBBLEHEADS™

CHANGE MY CITY™

the EMOTIONALS!™

RELEASE STUDIOS

SUNSTONE yoga

HEAD UPWARD™

Tex Dunright™

WILD WEST DIVERSITY™

LD little drama queen™

COACH PETE LAWLESS GOLF CLASSIC™

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Zoobly™

pauly's NEW YORK PIZZA & PASTA

TRUTH IN GLASS™

BEAUTIFUL AFRICA™

THE Johnny SHOW

neotive™ GATEWAY SOLUTIONS

HOPE FELLOWSHIP

ROCK ON ICE™

Mexia™ HOLDINGS

FISH | FOTOGRAPHY

JAZZ™

MHI SAFETY™

LAW OFFICE OF IVAN GOH PLLC

social media analysts™

Freestone™ NATURAL GAS SOLUTIONS

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FRONT BACK FRONT BACK

FRONT BACK

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