

Hello, it's nice to meet you. I'm Scott Walker, a creative leader, designer and coach with over 20 years experience in building global brands with a focus on product and brand experience.

As Senior Director of Design and Creative at Picsart, I lead a team of 20+ in-house multidisciplinary designers, writers, animators, and project managers. Our mission is to inspire, educate, and champion Picsart's creative potential for all users, regardless of where they are in their creator journey.

Prior to joining Picsart, I worked as a Senior Design Manager at Skyscanner for three years. As part of Brand Experience Leadership, my role focused on product marketing, brand, and partnerships.

Before entering the tech world, I led design teams in Edinburgh and London agencies. My work spanned across the financial, energy, arts, non-profit, entertainment, and tourism sectors. I have worked on everything from identity, web design, and digital advertising to planning, strategy, and design vision.

I am always looking for insight that translates into big ideas, creativity that adds commercial value, and brand experiences that make people click. As a self-taught designer, I bring instinct and deep passion to my work, balanced with a collaborative, highly strategic attitude and grounded technical know-how.

See my work at: www.baldboss.com

Career

Senior Director, Design and Creative.
Picsart, London/Edinburgh.
11/21 to 04/24 (2.5 years)
www.picsart.com

Senior Design Manager.
Skyscanner, Edinburgh.
02/18 to 11/21 (3 years)
www.skyscanner.net

Creative Director.
LEWIS, Edinburgh.
01/10 to 02/18 (8 years)
www.lewis.co.uk

World Tour.
Singapore to Santiago.
09/08 to 09/09 (1 year)

Design Director.
Altogether Digital, London.
06/07 to 08/08 (1 year)

Creative Director.
DC Interact, Edinburgh/London.
09/03 to 06/07 (4 years)

Designer.
Think-em, Edinburgh.
04/01 to 09/03 (2 years)

Art Worker.
RR Donnelley UK, York
06/96 to 04/01 (5 years)
www.rrdonnelley.com

Client work

Current clients at Picsart:
Revolut
Discord
Bumble
PopSockets
Colgate

Clients at Skyscanner:
Germany Tourist Board
Visit Saudi
Singapore Changi Airport
Incredible India
VisitScotland

Agency clients include:
ScottishPower
Santander
National Museums Scotland
Close Brothers
Royal London
See Me Scotland
The Fostering Network
Cater Allen
Kames Capital
Dynamic Earth
Hammer Films
Vertu
Artemis Investment Management
City Index
GE Money
National Australia Group
Tesco Personal Finance
William Grant & Sons
Edrington Group
Conran & Partners

Awards

Digital/Social Media Strategy
Scottish Creative Awards 2016
National Museums Scotland, Explore

Design Strategy
Scottish Creative Awards 2015
See Me Scotland

Digital Professional of the Year
Scottish Business Awards 2013

Skills

Design & art direction, ideation, concepts, presentations, stakeholder management, leadership and coaching.

Tools

Culture, voice, pen, paper, Figma, Adobe Creative Cloud, Miro, Office 365, Google Workspace.

Interests

All things design, digital and tech, family, travel, music, film, cycling, gardening.

Education

HNC Business Studies.
York College, York.
1997 to 1999

HND Computer Studies.
Napier, Edinburgh.
1994 to 1996

Liberton High School.
Edinburgh.
1989 to 1994

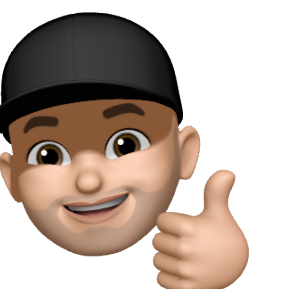
Family

Married to an Aussie with two kids (Ben 10 and Olive 7) and one dog (Jimmy the border terrier).

We live by the sea, in Edinburgh.

Contact

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Career highlights

Senior Director, Design and Creative. Picsart.

11/21 to 04/24 (2.5 years)

www.picsart.com

Picsart is a creative platform that provides 150 million monthly active users with infinite ways to advance their passions and professions through powerful AI tools and limitless content.

My role is laterally spread across product, growth, marketing and lifecycle. My team deliver everything from integrated marketing campaigns, content and monetisation to immersive interactive experiences, out-of-home, social and performance marketing.

Highlights and achievements

Creative and culture leadership: Since joining Picsart, my role has expanded from Design Director to Senior Director of Design and Creative. I oversee the entire global creative team across multiple time zones. I've supported C-Suite in restructuring teams across central, brand and growth marketing while maintaining a collaborative, creative and fun culture through multiple business restructures and re-orgs.

Prosumer positioning: Led the team in developing an updated brand platform that highlights our value proposition to make Picsart the go-to creative platform for prosumers.

The result is an updated brand framework that defines what we stand for, who we're for, why we exist, what we do, what makes us unique and how we appear in the world.

The AI opportunity: Led the team on a positioning strategy that connected our master brand with Generative AI. Establishing Picsart as the premiere AI Assisted, All-In-One Creative Platform.

Our first AI campaign hit 500 Million impressions, 4.1 million organic iOS installs, and a 7x increase in Tool opens. We've since launched 20+ AI tools and have recently hit 1 billion AI images generated on the platform.

Creative Engine: Developed and led a process of rapid ideation, development and execution of assets based on cultural insights, learnings and instinct. Working with growth marketing and strategy teams, the result has scaled performance creative to 100+ assets per month.

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Senior Design Manager. Skyscanner.

02/18 to 11/21 (3 years)

www.skyscanner.net

Skyscanner is a global leader in travel. With a vision to help every traveller explore the world effortlessly, for generations to come.

As part of Brand Experience Leadership, my role sat within the Marketing comms team, where I led, nurtured and grew a team of creatives.

I covered everything from brand, social, display, campaign, partnerships, lifecycle and B2B communications.

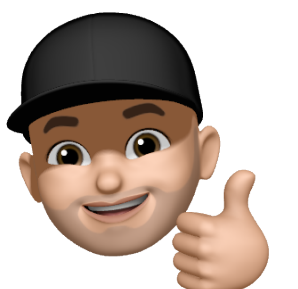
Highlights and achievements

Performance Management: As part of Design Leadership, I developed Design Competencies from Junior Designer through eight levels to SVP Design. Rolled this out to the team along with the development of Personal Growth Plans and a 121 framework for consistent professional and personal development for the entire design org.

Supporting Travellers Through COVID: When lockdown hit, Skyscanner couldn't sell flights, hotels or car hire. I led the team from bedrooms, kitchens and living rooms across the globe on multiple campaigns to help travellers combat traveller anxiety, and support to those missing travel. As we came closer to the end of lockdown, the objective changed to give travellers hope and nostalgia about getting back out there.

The result: Travellers never forgot about Skyscanner, and as the world got back to travel, Skyscanner continued to help every traveller explore the world.

Partnership pitching: I led multiple company first agency style pitches for partnerships, with some of the worlds biggest Destination Marketing Organisations. Successfully winning projects with Germany, Singapore, India and Abu Dhabi.



Career highlights

Creative Director. LEWIS Creative Consultants.

01/10 to 02/18 (8 years)

www.lewis.co.uk

Part of the Leadership Team, I held accountability for all creative output of the agency. My team and I partner with marketing teams, brand specialists, digital strategists, UX consultants and technical teams to design, develop and deliver innovative, creative solutions.

Highlights and achievements

Creative lead for all clients. Developing and maintaining long-term relationships that are unheard of in the industry. Our average client relationship was 5+ years.

Rebranded and relaunched See Me Scotland, the national charity aimed at Ending Mental Health Discrimination. My involvement helped transform public perception of the brand and subject. Web visits increased by 75%, Facebook followers by 2,087% and more than 2000 new supporters joined the movement.

For six years, I helped ScottishPower raise £15million for Cancer Research UK. My involvement helped increase brand warmth for ScottishPower as a power for good.

Successfully retained ScottishPower client through three procurement pitches over my eight years at the agency.

World Tour. Singapore to Santiago.

09/08 to 09/09 (1 year)

After more than 12 years in the industry, I took a cultural break around the world.

Singapore » Malaysia » Vietnam » Lao » Thailand » Australia » Fiji » New Zealand » Argentina » Columbia » Brazil » Chile » Back to reality.

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Design Director. Altogether Digital, London.

06/07 to 08/08 (1 year)

Now House337 (www.house337.com)

Formerly WCRS/Engine

Part of The Engine Group, Altogether was created from the merger of DC Interact, Meme London (Digital Advertising) and Eyefall (SEO). Laterally known as WCRS and now House337.

As a member of the senior management team in the newly formed Altogether Digital, I was responsible for integration and design output of the merged design teams. Involved in hands on design, creative direction, information architecture, usability, business development, and client consulting.

Creative Director « Art Director « Senior Designer. DC Interact, Edinburgh/London.

09/03 to 06/07 (4 years)

Responsible for interpreting client briefs, developing creative approaches and final output of creative work. Led and directed creative team and nurtured internal communication within technical and project management teams.

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Designer. Think-em, Edinburgh.

04/01 to 09/03 (2 years)

Design Consultants specialising in brand and corporate communications.

Responsible for design of print and digital clients. Work included websites, CDROMs, viral marketing, branding, brochures, newsletters and flyers.

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Mac Operator/Designer. RR Donnelley UK, York

06/96 to 04/01 (5 years)

www.rrdonnelley.com

One of the first printers to introduce computer-to-plate litho. My role covered reprographics, graphic production and design.

