SCOTT AGNOLI

GRAPHIC DESIGN EDUCATOR • CREATIVE LEADER • MENTOR

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PROFESSIONAL PROFILE

Graphic design educator and creative professional with more than 30 years of experience in visual communication, branding, marketing, and creative leadership. Brings professional practice into undergraduate instruction in graphic design, typography, advertising, and digital tools. Combines asynchronous teaching, student mentoring, and career coaching with executive experience leading creative teams and managing complex communications programs. Holds an M.A. and B.F.A. in Graphic Design; emphasizes supportive leadership, collaboration, and continuous learning.

EDUCATION & TEACHING DEVELOPMENT

Savannah College of Art and Design | Savannah, GA

Master of Arts, Graphic Design, 2012 | Bachelor of Fine Arts, Graphic Design, 1991

Ensuring Engagement in the Online Environment | ACUE, Apr 2023

GSE2x: Leaders of Learning, Certificate | HarvardX, Aug 2020

ACADEMIC APPOINTMENTS

Adjunct Professor of Graphic Design | Berkeley College

Dec 2024–Present

- Teach undergraduate graphic design, bringing professional experience in visual communication and creative practice to the classroom. Teaching Adobe Creative Suite, Figma, and all aspects of graphic design for career preparedness.

Graphic Design Adjunct Faculty and Subject Matter Expert | Southern New Hampshire University

Aug 2022–Present

- Teach undergraduate graphic design, typography, and Adobe Creative Cloud design software.
- Deliver asynchronous instruction through Brightspace.

Adjunct Professor, College of Communication and the Arts | Seton Hall University

South Orange, NJ | Jan 2022–Jan 2024

- Taught undergraduate graphic design, advertising, and web design; lectured on graphic design history.
- Instructed students in Adobe InDesign, Photoshop, Illustrator, and XD.

CREATIVE PRACTICE & STUDENT MENTORSHIP

Founder / CEO | ScottCre8ive

Clifton, NJ | Mar 2019–Present

- Provide graphic design, digital marketing, and marketing strategy services.
- Develop and present lectures, lessons, and seminars for college students; provide individual and group mentoring and career coaching.
- Lecture engagements include Seton Hall University and Rider University.
- Hosted a podcast and authored an accompanying GetAGoodStart.com blog (2019–2022).

PROFESSIONAL EXPERIENCE

Senior Vice President, Strategy and Business Development | The DSM Group

Mahwah, NJ | Mar 2019–Dec 2019

- Developed client communication and digital marketing strategies and led agency business development.
- Directed creative teams in preparing new-business pitches; mentored agency staff.
- Cultivated client relationships and managed new-client onboarding.

Vice President, Director of Marketing | Investors Bank

Short Hills, NJ | Sep 2009–Feb 2019

- Led 11 communications and marketing professionals and managed a $13 million annual budget, reporting to the Chief Operations Officer.
- Directed internal and external communications, product launches, branch openings, and customer communications.
- Oversaw brand consistency across channels and launched annual deposit, lending, and financial services campaigns.
- Developed a direct-to-consumer campaign that contributed 20% of closed mortgages.
- Designed internal workflows to improve efficiency and reduce costs.

Graphic Designer | Investors Bank

Short Hills, NJ | Jun 2007–Sep 2009

- Designed print and electronic communications and developed marketing campaigns for business units.
- Co-led the Marketing Department, overseeing five staff members, budgets, goals, and timelines.
- Co-managed an annual budget ranging from $2.2 million to $5 million.

Designer / Prepress Consultant | Agnoli Consulting

Clifton, NJ | Oct 2005–Jun 2007

- Designed and produced direct-mail, catalog, and retail materials, from concepts and client presentations to press-ready digital files.
- Managed quality control and client satisfaction for clients including Madame Alexander, Dean & DeLuca, FAO Schwarz, the Metropolitan Museum of Art, and Mercedes-Benz.

Photo Studio Manager | AGA Creative

New York, NY | Feb 2002–Oct 2005

- Managed 20 photographers and support staff; directed photography for jewelry, hard goods, and fashion models.
- Established design standards and production and imaging workflows, reducing photo production time by 50% and client production costs by 40%.
- Managed budgets, talent, and production schedules.

PROFESSIONAL EXPERIENCE — EARLIER ROLES

Creative Services Manager | AGA Creative

New York, NY | Jun 1994–Feb 2002

- Directed business development presentations and created conventional and digital materials for new-client pitches.
- Established agency design standards and presentation templates; coordinated color separations, photographic retouching, color quality, scheduling, and budgets.
- Managed six retouchers, three scanner operators, and three imaging specialists; reduced production time by 30%.

Team Designer | AGA Creative

New York, NY | Jun 1991–Jun 1994

- Developed catalog concepts, design, layout, and photo production; handled typesetting and art placement.
- Clients included Lerner New York, Blockbuster Video, Linens-n-Things, Chadwick's of Boston, Brylane, Avon, and Anheuser-Busch.

ADDITIONAL PROFESSIONAL DEVELOPMENT

Effective Communications and Human Relations, Diploma | Dale Carnegie Training, 2010–2011

Google Analytics Individual Qualification | Earned Jul 2021

Facebook Certified Digital Marketing Associate | Earned Jul 2021; expired Jul 2023

SELECTED HONORS, AFFILIATIONS & PROFESSIONAL SERVICE

Outstanding Educator | Southern New Hampshire University, 2024

AIGA, NYC Chapter | Educator Member, 2020–Present

Type Directors Club, NYC | Member, 2025–Present

Circle of Excellence Award | Investors Bank, 2016 and 2017

In-House Design Award, Poster/Kiosk Design | GDUSA, 2011

Member and Guest Speaker | New Jersey Ad Club, 2016

Committee Member | New Jersey Bank Marketing Association, 2015; New Jersey Bankers Association, 2011

Social Media Seminar Panelist | Drive Action Digital, 2011

Featured Speaker, Focus on Graphic Design Week | Savannah College of Art and Design, 1993

DESIGN, TEACHING & TECHNOLOGY SKILLS

Design and communication: Graphic design, typography, brand development, creative concept development, illustration, drawing, photography and photo direction, print production, digital marketing, social media, corporate communications, public speaking, and media coaching.

Design tools: Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat, XD, Express), Figma, Apple iMovie, and Keynote.

Teaching and collaboration: Brightspace, Blackboard, Compass, LearnDash LMS, Zoom, Google Workspace, and Microsoft Office.

Marketing and web: WordPress, Google Analytics, ActiveCampaign, Hootsuite, Mailchimp, Facebook Business Manager, Benchmark, and Constant Contact.