

scott cocking

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education

San Diego State University. BA in Applied Arts & Sciences: Dec. 1991, Emphasis in Graphic Design, distinction in Art. One semester in London, England
Gompers Secondary School. High School Diploma: Math/Science/Computer Magnet School

employment

Owner | Designer. Side Show Design: May 2002 to Present
Art Director | Designer. The Giederdun Company, LLC: Jan 2021 to Jan 2022
Graphics Manager. Jack in the Box Inc.: April 2000 to May 2002
Senior Designer. Jack in the Box Inc.: November 1999 to April 2000
Graphic Designer. Jack in the Box Inc.: March 1992 to November 1999
Graphic Artist. James Gang T-shirt printing: May 1989 to March 1991
Printer. James Gang T-shirt printing: May 1988 to May 1989

internship

Mires Design. San Diego: Summer 1991
San Diego Natural History Museum. September to November 1991

experience

Owner. As the owner and entire staff of Side Show Design, I manage all aspects of jobs from conception to the final piece. This is not limited to, but includes: design, creative, strategy, marketing, purchasing, outsourcing (hiring freelance programmers), client contact, licensing, hardware & software upgrades, web site server management for clients, domain registrations and billing.

Art Director | Designer. Handled all graphic design duties for multiple companies under one parent company. Logo design, packaging design & purchasing, in store POP materials, print ads, trade show booth parts, etc. As the Art Director, branding and cohesive messaging was my responsibility.

Management. I managed two graphic designers and one production artist, which was the entire design staff for Jack in the Box restaurants. I provided art direction for clients to determine goals and direction for various food campaigns. My responsibilities on projects included selecting, managing and approving contract illustrators, freelance designers, photographers and other related professionals. I was also responsible for on-site vendor press checks prior to production release.

For one year, I was the Project Manager at Blue Sky Ranch in Lakeside, California. I organized and assigned weekly projects to a group of fifteen to twenty volunteers. The most challenging aspect was motivating people to complete projects and work as a team.

Computer. With over twenty-five years on the Macintosh platform, I am well versed in Illustrator, Photoshop, InDesign and Dreamweaver applications using OSX. I am also familiar with most other applications and have a strong background in Macintosh hardware and software. I can easily learn any new applications and will be effective and highly efficient quickly. While I prefer the Macintosh platform, I can function on the PC platform as well.

Public Relations. I was media trained by the Jack in the Box Corporate Communications Department and presented to the press as "Scott Alan", the B.U.R.G.E.R. Party Chairman, for the "Back Jack for President" campaign. I also designed all collateral materials for the campaign. I negotiated and hosted an hour radio show for campaign publicity on The FLASH 92.5 (San Diego), interviewed live with Roger Hedgecock and other TV and Radio shows across the United States.

Voice Over. I recorded dozens of voice overs for instructional videos at Jack in the Box, Inc., focusing mostly on clear pronunciation and inflections to keep interest in fairly uninteresting material, such as how to clean equipment and procedures for how to cook food.

Graphics Manager. I had the job of an Art Director with a slightly different title, I ran the graphics side of the Creative Services department. I supervised three designers and managed the Jack in the Box & "Jack" brand image. I worked with my in-house design team and our advertising agency to complete design projects for the Marketing Department. My department supported the entire system of JIB Restaurants, Corporate Headquarters and the Training Department.

experience | continued

Senior Designer. As well as being the lead designer and setting graphics standards, I was the Creative Services department representative on all teams that were developing aspects that needed graphics or effected the Jack in the Box image - packaging development, new uniform designs and new product ideation teams. I was also consulted as a creative force for new marketing ideas, new product creation and for target audience feedback.

Graphic Designer. I designed and produced art for full and spot color offset printing, silk-screen printing and electronic printing. Design, illustration and production of point of purchase materials, newsletters, brochures and instructional materials. Also designed and produced art work for most forms of packaging.

Graphic Artist. At the James Gang T-shirt shop, I did free-hand illustration and inked final illustrations from roughs done by the lead artist. I hand cut amberlith separations and maintained our darkroom. I utilized a stat camera to make separations, when necessary, for silk-screen printing on T-shirts.

Printer. I set-up and printed one to six color T-shirt designs.

awards

Hydroponic Merchants Association Media Awards. First place for Print Advertising from seventy-eight industry entries, presented July 20, 2005. The ad was a full page/full color advertisement for FoxFarm Fertilizer, Arcata, CA, in Maximum Yield Magazine.

Macromedia eLearning Innovation Showcase. Educational Application Honorable Mentions, First Quarter 2000 for Ingenuity. I was the Art Director, illustration style designer and main animation developer for MathDork. Macromedia said, "MathDork offers engaging algebra tutorials, quizzes, and games using interactive animation and a clever and often wacky approach to make a dry and often anxiety-prone subject engaging and fun." MathDork was developed by: Royanne Levy, Ethan Levy, Scott Cocking, and Jeff Johnfrude.

Herb Lubalin International Student Design Competition. I placed fourth in the 1991 competition with over 1200 entrants from twenty-three countries with one of only twenty-seven entries selected to travel around the world in an anti-drinking and driving exhibit.

other skills

Kinetic Machine Builder. I have built several pedal powered machines (2004-present), from scratch, to compete in the Kinetic Sculpture Race. In the race, machines are required to cross sand, water, mud and city streets without any outside assistance. These machines have also been fitted with home built flame effect cannons and serve as transportation at Burning Man (Black Rock City, Nevada). Including a four person, aluminum duck-shaped tank, built under contract for a photographer in Moscow and is currently housed at the d'Orsa winery in San Jose.

I participated in "Pswarm", a roving group of flame throwing, pedal powered machines built by members of our artist collective, the Department of Spontaneous Combustion. We received an art grant from the Burning Man organization covering our expenses to bring our machines to Burning Man 2007-2008.

Fire Arts | Sculptor. I made (2010) and recently (2018) reinstalled the "Fire Flower" that is on the Plaza at Café BRIO. We converted from LPG fuel to a natural gas line feed. I have also constructed many large and small fire sculptures, from wood, that are then burned at large scale outdoor events in Humboldt County (Inferknow events). A property known as "Area 74" between Arcata & Blue Lake has several metal "warming fire" sculptures I made that are permanently installed.

I was contracted to build a smoker for Mad River Brewery in Blue Lake, CA. After researching the dynamics of how smokers work, I converted a 150 gallon propane tank that is used daily.

I have participated in the Crucible's Fire Arts Festival in West Oakland from 2005-2008 with the artist collective, the Department of Spontaneous Combustion. We create intense, sometimes shocking, fire effect installations using propane cannons, hot air balloon burners, large metal sculptures and large human powered vehicles.