Scott Wolfe: Creative Director & Product Design Leader

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Profile

Hands-on Creative Director with 15+ years leading product, brand and marketing design for Fortune 500s, startups and agencies. Known for turning creative vision into measurable results by scaling digital platforms, shaping apps and leading campaigns that drive ROI and business growth. Experienced in AI-powered product design, multi-channel storytelling and building high-performing creative teams.

Core Strengths

Leadership & Strategy: Creative Direction, Brand Strategy, Team Leadership, Engagement, Pitching
Product & Creative Design: UI/UX, Product Design, Design Systems, Branding, Storytelling, Campaigns
Technology & Tools: AI/ML in Creative, Figma, Adobe Creative Suite, Sketch, HTML/CSS
Industries: Tech, Healthcare, Retail, CPG, Entertainment, Real Estate, SaaS

Success Highlights

- Roche's Phil app: 400K+ installs, 4.6 user rating, 10M+ annual recipe views
- REX: 4:1 to 6:1 ROAS campaigns, $60M+ raised, expansion into 12 markets
- Pioneered AI-powered personalization in food and health platforms, adopted by global CPG and retail partners
- Recognized by Communication Arts, AIGA, HOW Design, Rolling Stone and received 14 American Graphic Design Awards

Professional Experience

Creative Director / Product Designer: Independent | Remote 9/2025 to Present
- Lead product, brand and creative work for startups and established companies, shaping ideas from early strategy through launch.
- Designed and built MealTab as sole designer and developer, taking the smart meal planning and grocery budgeting app from initial concept through UX, visual design, development and launch.

Creative Director, Product & Platform: Innit | Redwood City, CA 1/2022 to 9/2025
- Directed UI/UX for Roche's Phil app, driving growth to 400K+ users, category-leading retention and 10M+ annual recipe views.
- Defined the creative vision for the AI-powered Innit Food Intelligence Platform, delivering industry-leading personalization and expert validation for retail, healthcare and food sectors.
- Led product and brand copywriting across apps and platforms, translating complex nutrition and AI-driven personalization into clear, human-centered messaging used by consumers and partners.

- Designed Nestlé's first shoppable recipe experience with Walmart and Instacart integration, delivering 3x ROI in sales.
- Created integrations with Intermarché across 40K+ SKUs with nutritional scoring technology.
- Secured partnerships with Walmart, Nestlé, PepsiCo and H-E-B through high-impact creative assets.

Creative Director / Designer / Strategist: Independent | Remote - 6/2019 to 12/2021
- Led end-to-end product design and brand initiatives for auto, CPG, tech and e-commerce clients.
- Delivered full product and marketing design for RepairSmith (Mercedes-Benz backed), including web experience, onboarding and e-commerce flows and growth marketing assets.
- Built the complete brand identity, packaging system and digital presence for Choosi, a CPG brand focused on healthy school lunches establishing its go-to-market design system.

Creative Director: REX | Woodland Hills, CA - 6/2016 to 6/2019
- Led product design across the web platform, mobile app, client dashboard and internal CMS building scalable design systems that ensured consistency, usability and rapid development.
- Defined and executed disruptive brand messaging and campaign copy across digital, TV and OOH that drove 4:1 to 6:1 ROAS and rapid market growth.
- Produced national campaigns with celebrity endorsers (Kurt Warner, Justin Turner), generating media coverage and brand authority.
- Created an AI-driven sales tool that reimagined the home-buying experience and was featured in national press and television news.
- Designed investor materials supporting $60M+ in fundraising and expansion into 12 markets.

Creative Director: Bound | Santa Monica CA - 8/2014 to 4/2016
- Directed digital projects blending VR, 3D, video and interactive content into immersive brand experiences that elevated engagement and sales.

Senior Creative: M-GO - Technicolor & Dreamworks | Culver City, CA - 2/2013 to 7/2014
- Scaled subscriber base from 600K to 2M through lifecycle marketing, user flows and conversion-focused design.
- Established brand voice and wrote and optimized performance marketing copy across app, web and paid channels improving conversion efficiency and subscriber acquisition.
- Led a corporate identity refresh ensuring consistency across iOS, Android, Roku and web while elevating brand expression.
- Designed consumer-facing UI and onboarding experiences that improved trial conversion and retention.

Previous Experience

Creative Director / Founder: Visible Theory Pasadena, CA
- Built full-service agency with clients including Avery Dennison, Motorola, Hangar One Vodka.

Senior Art Director: The Cimarron Group Hollywood, CA
- Directed 50+ interactive projects for clients including American Express, Universal, Sony, MGM.