



Scott Hardin, Lead Strategist & Creative Director 1:1 Ratio

TITLE

ABSTRACT

BIOGRAPHY

Scott Harden has been leading digital innovation since the Web's inception as a mainstream medium in 1994. A graduate of the UCLA School of Theater, Film and Television, Scott was one of the initial participants of the UCLA Laboratory of New Media and was instrumental in developing digital visual art and experimentation across new mediums.

In 1997 Scott served as lead project manager of Wedding411.com for CyberStudios, one of the initial "dot.coms" in existence, and also served a creative consultant for early e-commerce startups for Lucky Brand Dungarees, Bongo Jeans, Global Green USA and iAgency.

In October 1999, Scott partnered with a team of digital innovators to form Subvergent, a design and technical development shop in Venice Beach, CA and led successful entertainment, lifestyle and corporate digital initiatives for Digital Media Campus, X-Large Clothing, Hunger Free America and CommunityViz.com, among many others. In addition, Subvergent developed a proprietary system for online voting — audited and approved by PricewaterhouseCoopers — in the service of several large-scale entertainment award show voting engagements.

Now, as Lead Strategist and Creative Director of 1:1 Ratio, Scott continues to lead the charge for digital innovation in the Web 2.0 space for nationally recognized brands such as Mattel, Nestlé, American Girl, Kaiser Permanente, JAMDAT / EA Mobile, as well as national and local advertising agencies.

1:1 Ratio is in its 5th year of partnership with the Visual Effects Society and Technicolor to develop and enhance its View & Vote online system for the annual VES Awards show.