Scott Kellum

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OVERVIEW

Scott Kellum is an internationally recognized leader in web design, with a specialized focus on dynamic typesetting in digital space. In addition to his web design expertise, Scott brings two decades of involvement and partnership with some of the most well-respected teams in design, including Darden Studio, Fjord, and Vox Media. While in these roles, Scott successfully built cross-organizational buy-in for his unique approaches to web design problems, bringing together advertising, editorial, and engineering teams to create focused, beautiful, and efficient solutions.

Scott takes a multi-stakeholder approach to everything he does. His inclusive concept of customer-centered product development means his work speaks to stakeholders up and down the product chain, while always optimizing for the customer to create easy-to-use, easy-to-maintain products for individuals and organizations.

WORK EXPERIENCE

Typetura

OCT 2019 – PRESENT | CO-FOUNDER AND CEO

Bootstrapped Typetura, an innovation and design studio, from $0.00 to over a half million dollars in investment and sales from 2020-2022, during the height of the COVID-19 pandemic. Under my leadership, Typetura deploys ground-breaking typesetting technology to design and launch accessible, beautiful websites for companies ranging in size from single-founder publications to global, multi-nationals.

Concurrent with scaling the business, I partnered with internationally established intellectual property firm Loeb & Loeb to secure multiple patents focusing on the implementation of our dynamic typesetting technology (2020-2024).

Crucially, building this business allowed me to develop an entrepreneurial mindset, learning how to find product-market fit, identify customers, and create value for them, their shareholders, and their investors.

We Distribute

BRANDING, SITE DESIGN, AND WORDPRESS THEME DEVELOPMENT

We Distribute came to me at Typetura to revitalize their brand and position themselves as the leader in covering the Fediverse. We went through brand positioning exercises, focusing on identifying color schemes, typography, and treatments that would help them solidify their position in the market. I then implemented the new brand, customizing its WordPress theme to bring the attributes we worked on forward.

Type/Code & EL Education

EL EDUCATION FRONT-END WEBSITE DEVELOPMENT

EL Education is one of the largest global providers of online learning materials. When they approached us, they were rebuilding their entire back-end data structure and needed a front-end to match. We quickly scaled up, hiring the required, specialized contractors

and working across their organization to ensure on-time, on-budget implementation. We worked with them to map their dense content needs, making their interactive components easy to use and highly accessible. The resulting website is engaging while not sacrificing accessibility.

Darden Studio

GRAPHIC DESIGN AND MERCH

Continuous partnership with well-respected font foundry Darden Studio to implement their fonts through the design and manufacture of made objects such as pins, packing tape, and other materials. The success of this object-material work resulted in Darden Studio's first investment in an online shopfront. Built and implemented the storefront in partnership with studio contractors, in November 2024.

Gold's Guide

BRANDING, SITE DESIGN, AND SITE BUILD

Complete re-imagine of Tyler Gold's well-respected brand and website under a two-month deadline. His focus on long-form writing at the intersection of technology and luxury demanded a brand that would exude intelligent investment and discerning taste. To fulfill this, I created a clean and elegant brand, building a custom theme from the ground up. The result was an experience that exceeded his expectations of quality and style.

Cooper Union

MAR 2022 – PRESENT | INSTRUCTOR

Selected to develop and teach the class "Typography on the Web" at the Cooper Union's Type at Cooper program. This studio class guides both designers and developers to a shared understanding of the unique medium that is the web. In this class, students learn to use CSS as a tool to manipulate text for legibility, readability, and emotion.

Mariana Tek

MAY 2018 – OCT 2019 | SENIOR PRODUCT DESIGNER

Led design on the dashboard products for Mariana Tek, coordinating with sales, research, product, and development on new features. This iteration created a positive feedback loop with our customers and teams, contributing to the sales and exponential growth of the business from national to global.

Fjord Accenture Federal Services

SEP 2017 – MAY 2018 | SENIOR PRODUCT DESIGNER

Worked with federal partners at the Veterans Health Administration. In this role, I was a key team member in research and led the development of a new version of the Patient Advocates Tracking System, which had not been updated since the 1980s. This tool acts as an interface between VA and veterans experiencing non-clinical traumas to facilitate the ease and alleviation of those traumas, and the capture of data to prevent their reoccurrence. This work was fully implemented across all 154 VA medical centers, ensuring the 9 million veterans and veteran caregivers served by the VA annually receive help quickly and compassionately.

Vox Media

APR 2012 – JUN 2017 | PRINCIPAL PRODUCT DESIGNER

Was a key participant on several high-profile projects across Vox Media that contributed to both vertical and overall business success for the company. This included working across teams and advocating for long-term strategies.

Chorus

Led design and front-end development for the re-launch of Chorus, Vox Media's modern media stack, to create a platform that met writers' and editors' needs from the first draft through publication. To increase trust with our customers, we implemented features like auto-save and multiple editors, successfully creating an intuitive, trustworthy, and comfortable experience for our editorial teams.

Vox

Led front-end for the launch of Vox (2014). The timeline was rapid, as it took just 9 weeks to go from the idea of a news vertical to launch. To achieve this we carefully managed the scope, expanding it in areas where it would be most impactful with the new explainer format, then iterating on what we had built for other sites. It was an immensely successful launch and it has become Vox Media's marquee news vertical.

Concert

Developed the prototype for what would eventually become the suite of Concert ad products while creating long-form storytelling experiences (2012). In working with high-quality and high-impact responsive content, it quickly became apparent that we needed ad products that reflected these attributes. This work resulted in the productization and streamlining of the Vox catalog, expanding the network beyond Vox Media to media properties at Condé Nast, Hearst, and NBC.

Editorial Design

Working with editorial teams at The Verge, SB Nation, Vox, Polygon, Racked, and Eater I created custom storytelling experiences. These were tight collaborations with fast timelines on everything from buying guides to investigative reports. As part of these projects, we had the opportunity to use new technologies like 3D rendering and Web VR.

Treesaver

APR 2010 – APR 2012 | DESIGN DIRECTOR

Working with renowned editorial designer and typophile Roger Black, I launched the Treesaver (2014), a dynamic vision for editorial design on the web. Through the Treesaver project, we launched projects with Sporting News, ICIJ, Ready Media, and Nomad Editions that were highly engaging and responsive reading experiences.

Patents

Dynamic Typesetting

US PATENT 10769348 AND INTERNATIONAL PATENTS

This patent describes how typographic systems can be made to adapt to any layout and then distributed for use in designs. This means that typesetting, not just fonts, can be distributed to customers independent of layout, making content easier to style.

Fluid Design Keyframes in a GUI

US PATENT 10592087

This patent describes an interface that has keyframes at various widths. Design characteristics fluidly change between these keyframes as the width of an element changes.

Published work

Intrinsic Typography is the Future of Styling Text on the Web

CSS-TRICKS, 2021
css-tricks.com/intrinsic-typography-is-the-future-of-styling-text-on-the-web

A Pixel Identity Crisis

A LIST APART, 2012
alistapart.com/article/a-pixel-identity-crisis

Speaking

Mapping Typography

WEB DIRECTIONS, SYDNEY — 2024
CSS CAFÉ — 2023
BEYOND TELLERRAND, DÜSSELDORF — 2023

Shoptalk Show #353

SHOPTALK SHOW — 2019

Practical Responsive Typography

WORDCAMP, BOSTON — 2019

Art Directing Posts, Sustainability

SMASHING CONF, OXFORD — 2014

On scaling and efficiency of long-form news story design

SRCCON, PHILADELPHIA — 2014