

Scott Kellum

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Proven leader in design and technology with 20 years of experience. Driven to achieve goals at a high standard of quality. Seeking a challenging opportunity to manage and lead large projects where my advanced skills, coalition building, and entrepreneurial mindset can be fully utilized.

Professional Experience

CEO and Co-founder | [Typetura](#)

OCTOBER 2019 – PRESENT

Bootstrapped Typetura, an innovation and design studio. Under my leadership, Typetura secured multiple patents and deployed ground-breaking typesetting technology to design and launch accessible, beautiful websites and brands for companies ranging from small startups to global multinationals.

- Bootstrapped a design and innovation studio from **\$0 to over \$500k** in sales and investment
- Consults with Google on emerging web platform features
- Credited **Contributor to CSS Values and Units Module**
- Secured multiple **patents for technologies** on dynamic typesetting
- Develops entrepreneurial strategies for product-market fit and customer value creation
- Coordinates client stakeholders, business partners, and contractors to achieve company and project goals

KEY CLIENTS & PROJECTS

Google Fonts | Consulting

2025

Invited by Google Fonts to share my deep knowledge on qualities of type design, informing their roadmap and business strategy.

[Darden Studio](#) | Graphic Design and Production

2023 – PRESENT

Maintains long-standing partnership with well-respected font foundry Darden Studio. I diversify their product offerings and develop marketing directions for the brand, **increasing website traffic by 17% in 2024**.

[WeDistribute](#) | Branding and Web Design

2024

Revitalized WeDistribute to establish it as the leader in covering distributed social platforms. Led brand positioning exercises with the founders, identifying color schemes, typography, and treatments that strengthened their market position and enhanced audience awareness while facilitating a successful implementation strategy.

Google Chrome | Consulting

2023

Contributed specification explainers to the W3C, informing functionality added to the [CSS Values and Units Module](#).

[EL Education](#) | Front-End Website Development

2022

Modernized the front end of EL Education's website with a bold new look and highly accessible architecture to house **over 15,000 pages** and achieve a perfect **100 accessibility** score in Google Lighthouse.

Instructor | [Cooper Union](#)

JANUARY 2022 - PRESENT

Empowers students worldwide with the skills they need to create compelling and impactful digital experiences, returning those skillsets to their retrospective companies, including Apple, McKinsey, and Google.

Lead Product Designer | [Mariana Tek](#)

MAY 2018 – OCTOBER 2019

Led design on client-side products for Mariana Tek, coordinating with sales, research, product, and development. **Multiplied the velocity of the product team 3x** by developing a design system, creating a positive feedback loop between sales and product, resulting in the exponential growth of the business from national to global.

Senior Product Designer | Accenture

SEPTEMBER 2017 - MAY 2018

Designed lifesaving products for the U.S. Department of Veterans Affairs, including the Patient Advocacy Tracking System (PATs), directly supporting **over 680 VA Patient Advocates** and affecting **8.84 million veterans** annually.

Principal Product Designer | Vox Media

APRIL 2012 – JUNE 2017

Developed innovative storytelling experiences and lucrative revenue streams that fueled Vox Media's growth and swift expansion from a network of sports blogs to 20 business verticals.

KEY PROJECTS

[Concert Ad Platform](#) | Prototype, design, and development

2012, 2016 – 2017

Created the Concert advertising platform at Vox Media, reaching **over 90% of the online audience** in the U.S. and driving more than **\$20 million YoY in revenue**. Guided by the belief that ads should elevate experiences, I prototyped the ad format. To increase profitability and scale, I worked to expand our suite of ad products to **over 80 partners**, including Condé Nast, Comcast, and NBC, while alleviating the burden on our creative team by standardizing ad formats.

[Vox](#) | Design and Front-End Development

2014

Achieved a successful launch in **just 9 weeks**, reaching an audience of **5 million unique visitors** in the first month. Managed project scope, focusing on high-impact opportunities and working with emerging formats like explainers.

Design Director | Treesaver

APRIL 2010 - APRIL 2012

Working with renowned editorial designer Roger Black, I created highly interactive algorithmically designed layouts for Sporting News, The International Consortium of Investigative Journalists, and Nomad Editions.

Draftsman | Darden Studio

MARCH 2008 - APRIL 2010

Designed and produced fonts for Darden Studio, including Omnes, which has been used by national and international brands AT&T, Crayola, Wolt, and Carrefour. I brought Darden Studio to Adobe Fonts, generating hundreds of thousands YoY in revenue.

Designer | Very Memorable Inc.

2006 – 2008

Designed and produced web experiences for Scholastic, PBS, and Kidz Bop using cutting-edge technologies at the time like Macromedia Flash.

Skills

Business

- Team Leadership
- Strategic Planning
- Stakeholder Alignment
- Technology Innovation

Design

- Human-Centered Design (HCD)
- Product Design
- Branding
- Rapid Prototyping

Tools

- Figma
- Sketch
- Adobe CS
- Glyphs

Development

- HTML
- CSS
- JavaScript
- Astro

Education

Bachelor of Fine Arts in Communication Design

PARSONS, THE NEW SCHOOL FOR DESIGN – 2005 – 2009

Intellectual Property

[Dynamic Typesetting](#)

US PATENT 10769348 AND INTERNATIONAL PATENTS

This patent describes how typographic systems can be created to adapt to any format, then distributed for design use. This means that typesetting, not just fonts, can be used by customers independent of layout, optimizing workflows and design quality.

[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, creating a natural and intuitive interface for responsive styles.

Writing and Speaking

Mapping Typography

WEB DIRECTIONS, SYDNEY, AUSTRALIA – OCTOBER 2023

CSS CAFÉ, ONLINE – JUNE 2023

BEYOND TELLERRAND, DÜSSELDORF, GERMANY – APRIL 2023

[Intrinsic Typography is the Future of Styling Text on the Web](#)

CSS-TRICKS APRIL – PUBLISHED 2021

[Typetura with Scott Kellum](#)

SHOPTALK SHOW, ONLINE – MARCH 2019

Practical Responsive Typography

WORDCAMP, BOSTON, MA – JULY 2019

Colour Theory for the Web

.NET MAGAZINE, PRINT – PUBLISHED OCTOBER 2014

Art Directing Posts, Sustainably

SRCCON, PHILADELPHIA, PA – JULY 2014

SMASHING CONF, OXFORD, UNITED KINGDOM – MARCH 2014

[A Pixel Identity Crisis](#)

A LIST APART – PUBLISHED JANUARY 2012