



Mike Scott, 2000

What Career are you in, and what sort of things does this entail?

I'm Executive Creative Director for THG Studios (The Hut Group).

I'm responsible for the creative output across all of our 98 active accounts, including ASDA, Homebase, Disney, Mercedes, Campari, Warburtons, SKY, The Overlap, On Running, Matalan, Man Utd etc.

I need to drive the creative vision for the business and the direction the agency moves in.

What inspired you to go into your chosen career?

I feel like I grew into it over time, I did Design and Tech (as it was at the time) at Malbank, this gave me my first exposure to the power and potential of design.

In Mr Leigh's class I designed and created a piece of furniture that we still had at my mums up until a few years ago... that thing was indestructible.

This more industrial design approach probably drove me into my degree choice of product design, and from there I found my love of advertising and in particular design and typography.

What advice would you give to anyone interested in working in your career area?

Learn, keep learning... the world of design and creative changes on a daily basis.

What do you know now, that you wish you'd known when you were leaving Malbank?

With social media it's so easy to get exposure to some of the world's best creatives, but don't worry about comparing yourself to them... they all started out their journey too.

Don't take creative feedback to heart, it's not personal.

Buy Google stock (!)

If you would like to get in touch with Mike to find out more about careers like this, please contact Mr Batty in the Sixth Form Office, or via Teams