

ZACHARY SCOTT

GRAPHIC DESIGNER

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I am a visual creative with 10 years of design experience and a solid track record of successful campaigns, products and brands. Working for a fast-growing ecommerce startup, I earned three promotions in five years by consistently producing top-performing products, packages and collateral. I led my team in launching over 300 products each year, generating on average \$32 million in sales and 36% sales growth annually.

EXPERTISE

DISCIPLINES

PRODUCT & PACKAGING WEBSITE & APP
PUBLICATION DESIGN VIDEO & EDITING
USER EXPERIENCE PHOTO & EDITING
BRAND DEVELOPMENT ILLUSTRATION
MARKETING & SALES COPYWRITING

PRACTICAL

DESIGN PRINCIPLES PRE-PRESS
TYPOGRAPHY PRODUCTION
COLOR THEORY MARKETING
ART DIRECTION CONCEPTING

SOFTWARE

PHOTOSHOP CC HTML, CSS & JAVA
ILLUSTRATOR CC FIGMA & SKETCH
INDESIGN CC WORDPRESS
AFTER EFFECTS CC TEAMS & ASANA

SOFT SKILLS

ATTENTION TO DETAIL ADAPTABILITY
CRITICAL THINKING COMMUNICATION
TIME MANAGEMENT COLLABORATION
RECEIVING FEEDBACK DEPENDABILITY

EXPERIENCE

2021

DESIGNER & CONSULTANT

2019

INDEPENDENT CONTRACTOR

Currently offering creative services and strategic consultation to a reliable client base
Left directorship to return to a designer role and work with Brybelly on a contract basis

2019

ART DIRECTOR

2018

BRYBELLY

Responsible for art direction, workflow, scheduling, operations, and creative output
Led a team initiative that reduced error rates to 0.5% and cut missed deadlines by 27%

2018

DESIGN TEAM LEAD

2016

BRYBELLY

Administered art direction, briefings, critiques, presentations and campaign oversight
Elicited a pivotal increase in standards for brand collateral quality, efficacy and scope

2016

SENIOR DESIGNER

2015

BRYBELLY

Oversaw new brand and product development as well as ecommerce asset production
Spearheaded entry into lucrative new retail markets and corresponding brand launches

2015

GRAPHIC DESIGNER

2013

BRYBELLY

Designed products, packaging, websites, ecommerce assets and marketing collateral
Earned leadership role by designing numerous top-selling and award-winning products

2013

MARKETING DESIGNER

2011

CHICAGO SUN-TIMES

Designed print and digital campaign collateral for 40+ Chicagoland news publications
Administered CST mobile app and marketing email graphics and interface production

EDUCATION

2010

B.S. COMPUTER GRAPHICS

2006

PURDUE UNIVERSITY

Earned academic minor in Art and Design
Awarded full-tuition academic scholarship
Internships at Purdue CRI and AG Printers