



SCOTTCARSON

— GRAPHIC DESIGN SINCE 2003 —

Email: scott.m.carson@gmail.com

Web: www.scottsportfolio.com

Cell: 631.525.3809

Address: Concord, New Hampshire

SCOTTCARSON'S RESUMÉ

About Scott Carson

Scott is an experienced Graphic Designer/Art Director with 15+ years of service utilizing creativity, punctuality and efficiency to execute. He is professional, proactive, independent and also team-oriented. Scott offers a combination of design skills, marketing expertise, analytical thinking and a contributive mind to achieving team success.

Experience

GourmetGiftBaskets.com | Exeter, NH

Senior Graphic Designer: September 2018-Present

Standard Duties:

- Design and build marketing emails.
- Photography/post-production photo editing of products, events and other promotional support for branding purposes.
- Design packaging and containers for new product innovations - including, but not limited to popcorn tins, gift towers, single boxes, and wood crates.
- Prepare client-provided logos for in-house production needs (i.e. printing onto ribbons).
- Videography/post-production video editing for promotional social media outlets.
- Provide promotional graphics for online advertising (social media, partners, etc.).

Northeast Color | Portsmouth, NH

Senior Visual Designer: September 2017-September 2018

Standard Duties:

- Executed production-ready artwork for client facing products.
- Prepared digital animation/media clips for client facing digital signage.
- Created/modified company website pages in the Wordpress system.
- Took on customer service cases as needed for digital signage.
- Researched and contributed to ideas of improvement in efficiency and effectiveness.
- Designed and prepared presentations for new and potential franchise clients.
- Designed and assembled trade show booth and other materials to provide trade show support as needed.
- Contributed to sales and other departments with support documentation.

Retrieve | Manchester, NH

Graphic Designer: March 2017-September 2017

Standard Duties:

- Created/designed elements for custom apps deployed to various industries.
- Supported sales team with various demo apps and other creatives used during presentations.
- Created/designed various in-house marketing images for supporting the website and other outlets.
- Distributed and managed social media marketing campaigns through HubSpot.
- Served on a bi-weekly QA team to test and analyze new product features in development.
- Networked and cold emailed various contacts to help increase product exposure.

MadgeTech, Inc. | Warner, NH

Marketing Graphic Designer: July 2016-October 2016

Standard Duties:

- Created/designed product brochures & catalogs for ongoing promotions.
- Maintained/updated content on Magento based website.
- Photographed products.
- Provided graphics/content for social media promotions.
- Created/designed new designs for product specification sheets and user guides.
- Created and managed promotional and instructional videos.



Photographer



Illustrator



Designer



Professional



Team Player



Personable

Education

Roger Williams University

Class of 2003

BA Visual Arts/Graphic Design

References

Kerri Mobile

kerri@mlsigns.com | 202.494.8661

Years Worked Together: 2

Relationship: CEO at MaineLine Graphics; worked directly under Kerri for various projects.

Shelley Wald

shelleyw@wacighting.com | 800.526.2588

Years Worked Together: 2

Relationship: President of WAC Lighting; worked directly under Shelley for various projects.

David Smydo

smydo@sokolin.com | 917.434.5863

Years Worked Together: 10

Relationship: CEO of Sokolin LLC; worked directly under David for various projects.



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Experience

MaineLine Graphics | Antrim, NH

Graphic Designer & Project Manager: October 2014-July 2016

Marketing Communications Specialist: October 2016-March 2017

Accomplishments:

- Created/ designed & developed company website (www.MLGsigns.com).
- Received 2015 Excellence Award for outstanding service to the company.
- Designed new brand guidelines for company's new brand launch.

Standard Duties:

- Created/ designed custom sign concepts primarily for multifamily/ residential communities nationally.
- Coordinated with clients and production shop to create a sign solutions.
- Served as a marketing/ branding analyst and design consultant for marketing collateral design efforts and strategies.
- Served as a "super user" for new implementation of database software specifically designed to serve the sign industry. I trained and learned the software so that I could train the rest of the company staff on how to use it moving forward to streamline the company processes.
- Photographed various signs in a darkroom and in the field for marketing efforts.

WAC Lighting | Port Washington, NY

Graphic Designer: January 2013-October 2014

Standard Duties:

- Photographed lighting products with professional backdrops and lighting equipment.
- Enhanced photographs in post production for use in various marketing efforts.
- Created/ designed catalog pages for company catalogs.
- Developed creative concepts for marketing the products within all marketing collateral.
- Created/ designed advertisements for use in various magazines - Better Homes and Gardens, enLIGHTenment, Residential Lighting, Dwell, Allure, etc.
- Worked directly with outsourced photography studios to help coordinate the direction of sophisticated product photography to be used in product advertising campaigns.
- Designed, edited & maintained product specification sheets for use on the website and in the trade. This included obtaining accurate specification data from co-workers within research and development teams.

Sokolin Wine Merchants | Bridgehampton, NY

Art Director: August 2003-March 2011

Manager of Branding & Art Direction: March 2011-January 2013

Accomplishments:

- Created and designed company's first logo (2003).
- Created and designed major print and web advertisements - New York Times, Wall Street Journal, Wine Spectator Magazine, Academy Awards, etc.
- Created and designed company's second logo (2009).
- Photographed over 200 different wine bottles for use in a wine auction catalog.

Standard Duties:

- Created and designed letterheads, envelopes, business cards, fliers, & POP displays.
- Created and designed catalogs (over 20 in total) from concept to completion. This included layout, type styles, execute photography, color treatment, photo correction, coordinating with print vendors etc.
- Created and designed & developed email marketing tools.
- Participated in marketing strategy meetings (pitching new ideas, reviewing statistics).
- Assisted in social media marketing strategies.



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Software Proficiency

Adobe Photoshop	Expert	Quark Express	Expert
Adobe Illustrator	Advanced	CorelDraw	Advanced
Adobe InDesign	Expert	Microsoft Word	Expert
Adobe Acrobat	Expert	Microsoft Outlook	Expert
Adobe Flash	Advanced	Microsoft Powerpoint	Expert
Adobe After Effects	Advanced	Microsoft Excel	Expert
Adobe Premiere Pro	Advanced	Great Plains	Advanced
Adobe Dreamweaver	Experienced	Cyrious Control	Experienced
Adobe Muse	Advanced	HubSpot	Experienced

Notable Skills & Experience

Photography	Catalogs	Advertisements	Email Marketing
Relationship Building	Illustration	Web Design	Print Design
Branding Design	Video Creation	Video Editing	3D Rendering
Animation	Marketing Strategy	Content Writing	Web Development
Wordpress	HTML5	Production Design	Photo Editing



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