



SHANE SCOTT

Art Direction + Graphic Design

512-289-6443
www.shanejscott.com
shanejscott@gmail.com

SUMMARY

I'm an Austin, TX based multi-faceted Art Director whose strength is honing in to a brand's story and being able to work with a team to articulate it through all brand touch-points.

I specialize in Art Direction, Graphic Design, Branding and Identity, Presentation Design and Multimedia Event Design.

My goal is to create things that are unexpected, relevant, interesting, and exceptional.

SOFTWARE SKILLS

InDesign
Illustrator
Photoshop
After Effects
Premier
XD
Sketch
Microsoft Office
PowerPoint
Keynote

EDUCATION

The University of Texas at Austin
B.F.A. – Studio Art
2000

San Francisco State University
Certificate in Multimedia Studies
2006-2007

WORK EXPERIENCE

RODAN + FIELDS

Art Director • July 2017 - December 2019

Art direction, design, production and execution of social campaigns, product promotions, photo shoots, learning presentations, and event experiences for the sales side of a global skincare company. Proven cross-functional partner, working with marketing, sales, UX, video, training, and events teams to deliver cohesive, integrated brand messages. Lead a creative team of senior designers, freelancers, and production artists.

Senior Graphic Designer + Graphic Designer • October 2012 - July 2017

Concept development, design, and execution of a wide array of media, including social media campaigns, print, and presentations for large audiences. Instrumental in forming the company's early branding and identity system, and was a key contributor to its iterative evolution over time. As senior designer, managed a team of designers and freelancers, and worked extensively with creative operations to develop and streamline processes, workflows, and on-boarding procedures.

GIANT CREATIVE STRATEGY

Graphic Designer (Contractor) • March 2012 - October 2012

Design and production of print and digital assets for multiple pharmaceutical campaigns and product launches, including long-form mailers, brochures, training guides, event signage, app prototyping, and presentation decks.

THE UNIVERSITY OF TEXAS AT AUSTIN SCHOOL OF NURSING

Multimedia Specialist • September 2008 - January 2012

Part of a small in-house multimedia design team that worked extensively with faculty, researchers, and doctoral students to develop branding for programs, catalogs, illustrations and diagrams, presentation decks, posters, signage, flyers, motion graphics, and data visualizations.

KMD ARCHITECTS

Studio Design Assistant • January 2007 - July 2008

Designed advertising and promotional collateral for the marketing team. Worked with architects and designers to create, edit, and retouch architectural schemes, renderings, and presentations.

THINKWELL

Graphic Designer • December 2000 - May 2003

Designed graphics, illustrations, charts, and diagrams for multimedia college textbooks.