

WILLIAM SCOTT WALLACE

GRAPHIC DESIGN • ILLUSTRATION • TYPOGRAPHY
PHOTOGRAPHY • VIDEO & MOTION GRAPHICS • WEBSITE DEVELOPMENT

CONTACT

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[Portfolio](#)



[LinkedIn](#)

SKILLS

	BEGINNER	PROFICIENT	EXPERT
Apple OS			
Windows OS			
Photoshop			
Illustrator			
InDesign			
Premiere			
After Effects			
Audition			
Encore			
Flash			
DreamWeaver			
PowerPoint			
SharePoint			
Visual Studios			

EDUCATION

BFA - GRAPHIC DESIGN, 1995
UNIVERSITY OF TENNESSEE AT CHATTANOOGA

EXPERIENCE

- 11/2016 - PRESENT** CHARLOTTE, NC
FREELANCE/CONTRACT SENIOR GRAPHIC DESIGNER
- Advertising, newsletters and marketing collateral development
 - Video, motion graphics and illustrations
 - Website, Trade booth and presentation development
- 10/2013 - 11/2016** CHARLOTTE, NC
LOWE'S HOME IMPROVEMENT INFORMATION CONTENT SPECIALIST/SR. SUPPORT ANALYST
- Develop and produce how-to self-help videos and motion graphics
 - Front-end/UX/UI Website development
 - Graphic design, publication design and illustration
- 6/2012 - 6/2013** CHATTANOOGA, TN
CAPITAL TOYOTA, SCION & LEXUS OF CHATTANOOGA ECOMMERCE MANAGER & WEB DEVELOPER
- Manage eCommerce products, websites and dealer social media
 - SEO, SEM, analytical reporting, and online advertising
- 11/2006 - 6/2012** CHATTANOOGA, TN
CREATIVE ALARM, INC. PRINCIPAL & SENIOR VISUAL DESIGNER
- Advertising and content marketing
 - Illustration, informational graphics & trade booth development
 - Website and PowerPoint presentation development
- 11/2004 - 11/2006** CHATTANOOGA, TN
HEIL ENVIRONMENTAL SENIOR MEDIA SPECIALIST & MARKETING MANAGER
- Supervise design staff, develop marketing collateral & advertising
 - Website development, SEM, SEO web analytics and video development
 - Trade show display design, management and set-up
- 3/1999 - 3/2005** CHARLOTTE, NC
POLYGRAFX STUDIOS, INC SENIOR GRAPHIC DESIGNER
- Advertising, newsletters and marketing collateral development
 - Informational graphics, and architectural illustrations
 - Trade booth, website and PowerPoint presentation development
- 7/1998 - 3/1999** CHARLOTTE, NC
TRANSAMERICA REINSURANCE SENIOR GRAPHIC DESIGNER
- Advertising, marketing collateral and PowerPoint presentations
 - Trade booth displays and creative event promotions
 - Website development
- 6/1993 - 1/1998** CHATTANOOGA, TN
CHATTANOOGA PUBLISHING COMPANY GRAPHIC DESIGNER & EDITORIAL ARTIST
- Speculative advertising and graphic design
 - Informational graphic designer for the Chattanooga Free Press
 - Original Webmaster for the Chattanooga Publishing Co.