

Graphic
Design
ILLUSTRATION
Informational
Graphics
TYPOGRAPHY
Video & Motion
Graphics
PHOTOGRAPHY
Website Development

Education

BFA - Graphic Design
University of Tennessee
at Chattanooga

Scott Wallace

Contact

William Scott Wallace
Davidson, NC



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Summary

Having gained a strong and diverse foundation in both print and digital design, I have provided a wide array of creative services to a many different industries, departments and customers. I have managed vendor relations, mentored junior designers and have provided direction on creative projects and events. I pride myself as not only having a very creative background with the ability to think critically and conceptually, but also being highly skilled and efficient with a deep sense for detail, quality and consistency.

Experience

5/2019 - PRESENT

CHARLOTTE, NC

TIAA (Teachers Insurance and Annuity Association) Instructional Tech Designer

I am currently providing technical expertise & graphic design services, including:

- Develop illustrations, infographics & various digital collateral
- Audio/Video capture, animation & post-production development
- Develop web-based training & WalkMe tutorials
- Photography capture & image management
- Develop presentations & reporting
- Provide Brand guidance & technical troubleshooting
- Admin SharePoint sites & various learning tools

9/2017 - 5/2019

DAVIDSON, NC

Freelance/Contract Graphic Designer

- Creation of logos, marketing collateral and brand development
- Development of videos & motion graphics
- Delineate illustrations and informational graphics
- Design PowerPoint presentations and master templates
- Develop websites and provide digital content

3/2017 - 9/2017

TROUTMAN, NC

C.R. Onsrud Senior Graphic Designer

- Designed and managed digital and print advertising, marketing collateral, brochures, catalogs, sell-sheets, newsletters and trade show graphics
- Captured and Produced video and product photography
- Developed and maintained website and social media content

Scott Wallace

Digital Design

Digital advertising; presentation development; social media management; website development; coding in HTML; CSS; JavaScript; analytical reporting; SEO; SEM; Google Analytics, AdWords and WalkMe tutorials. Video development; photography; animation; motion graphics; illustration and custom typography.

Print Design

Print advertising; marketing collateral; brochures; catalogs; newsletters; signage; postcards and mailers.

Software

Illustrator; Photoshop; InDesign; Acrobat; Dreamweaver; Premiere Pro & Final Cut Pro; After Effects; Audition; Encore; Animate; Captivate; Dimensions; Maya & Blender; Microsoft: Word; Excel; PowerPoint; Access; Outlook; Visio; OneNote; Visual Studios. IBM WebSphere; IBM Connections; SharePoint; Evolve; Storyline; Vyond.

10/2013 – 11/2016

CHARLOTTE, NC

Lowe's home Improvement

Senior Video Specialist & Graphic Designer

- Created, produced, and scripted how-to self-help videos
- Managed on-sight video lab & off-site photo/video sessions
- Developed & managed website & SharePoint sites
- Created PowerPoint templates, presentations and division level graphics

6/2012 – 6/2013

CHATTANOOGA, TN

Capital Toyota, Scion & Lexus of Chattanooga

eCommerce Manager & Web Developer

- Developed and managed custom content and advertising for dealer websites, mobile and social media
- Managed all eCommerce products, Dealer Management Systems, CRM and multiple inventory systems
- Oversaw SEO and Analytical reporting for all website products, online advertising and lead generation platforms

11/2006 – 6/2012

CHATTANOOGA, TN

Creative Alarm, Inc.

Graphic Designer

- Produced and managed print and digital advertising, promotional literature, newsletters, benefit guides, mailers and catalogs
- Developed video, photography, animations and PowerPoint presentations
- Created informational graphics, technical and architectural illustrations
- Developed trade show and POP displays
- Designed and built websites, managed content and web services

11/2004 – 11/2006

CHATTANOOGA, TN

Heil Environmental

Senior Media Specialist/Marketing Manager

- Supervised design staff, managed design department assets & purchases
- Managed & developed website architecture
- Designed trade show booth graphics and assisted with on-sight events
- Developed print & digital product advertising, collateral and presentations
- Managed product roll-outs for print, web and video media
- Created employee newsletters, intranet websites and HR communications
- Produced promotional and operational maintenance videos

Kudos

- Lowe's Top I.T. Performer Award at Lowe's Corporate
- Designer of "Best of Show" PowerPoint presentation for a speech given at the annual meeting of the Society of Automotive Engineers
- Graphic contributor, "Best Corporate Documentary," the Aegis Awards
- Designer for "Best Corporate Newsletter" as chosen by the Lookout Chapter of the Public Relations Society of America
- Developed a CD-Rom Production of "A Paperless Look At U.S. Xpress" that was placed in the permanent collection of the Smithsonian Institute