

Graphic  
Design

ILLUSTRATION

Informational  
Graphics

TYPOGRAPHY

Video & Motion  
Graphics

PHOTOGRAPHY

Website  
Development

Education

BFA - Graphic Design  
University of Tennessee  
at Chattanooga

# SCOTT WALLACE

## Contact

Charlotte, NC



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[www.williamwallace.us/portfolio.html](http://www.williamwallace.us/portfolio.html)



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## SUMMARY

Possessing a solid and diverse foundation in both print and digital design, I have been able to provide my clients and colleagues with a wide variety of creative services. I have managed vendor relations, mentored junior designers and have provided direction on creative projects and events alike. 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. I embrace a continuous learning mindset and seek new opportunities that will allow me to grow and share my knowledge.

## EXPERIENCE

5/2019 - PRESENT

CHARLOTTE, NC

### TIAA

#### Sr. Instructional Tech Designer

- Develop illustrations, infographics & various digital collateral
- Audio/video/photography capture and development
- 3D, animation and motion graphics development
- Lead WalkMe consulting, development and training
- Google analytics and reporting presentation
- Provide Brand guidance & technical troubleshooting
- Develop SharePoint sites, HTML, CSS and javascript

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, newsletters and trade show graphics
- Captured and Produced video and product photography
- Developed and maintained website and social media content

Digital Design  
*Digital Adoption  
 Platforms; Digital  
 advertising;  
 Presentation  
 development; Web  
 development; HTML;  
 CSS; JavaScript;  
 Google Analytics,  
 Video development;  
 Motion graphics;  
 Animation; 3D;  
 Photography;  
 Illustration;*

Print Design  
*Print advertising;  
 Marketing collateral;  
 Brochures; Catalogs;  
 Newsletters; POP &  
 Signage; Trade show  
 design; Typography.*

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

# SCOTT WALLACE

10/2013 – 11/2016

CHARLOTTE, NC

## Lowe's home Improvement

Sr. Support Analyst (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 internal website & SharePoint sites
- Created PowerPoint templates, presentations and infographics

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, DMS, CRM and inventory systems
- Oversaw SEO and Analytical reporting for all website products

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 and PowerPoint presentations
- Created informational graphics and custom illustrations
- Developed trade show and POP displays
- Designed and built websites, managed content & web services

11/2004 – 11/2006

CHATTANOOGA, TN

## Heil Environmental

Senior Media Specialist/Marketing Manager

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

## KUDOS

- Internal **TIAA Gold, Silver, and Bronze** recognition awards
- 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*
- Contributor graphic designer, **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 an interactive CD-Rom: **A Paperless Look At U.S. Xpress** residing in the permanent collection of the *Smithsonian Institute*