

---

# Scott Schaffer

---

www.scottschafferdesign.com

352-222-1220

scott.schaffer@outlook.com

---

**OBJECTIVE:** I am a highly motivated and dedicated visual and graphic designer looking to obtain a creative position in which to apply my design and organizational skills, creative problem solving, and technical skills.

- SKILL SET:**
- Seasoned designer with broad technical knowledge
  - Effective and accurate oral and written communicator
  - Highly organized, detail-oriented, and efficient
  - Extensive education in traditional art theory and digital media art
  - Web design, typography, page layout, UI/UX principles, illustration, animation
  - Mastery in the following technical applications:
    - Adobe Photoshop* - image manipulation, texture design, graphic design
    - HTML, CSS, JQuery* - front-end dev, web design, interactive design
    - Adobe Illustrator* - image manipulation, vector graphics, graphic design
    - Adobe Flash* - comprehensive flash building, action scripting
    - Adobe Dreamweaver* - web design, html scripting
    - Adobe Premiere* - video/audio editing, video/audio effects
    - Microsoft Office* - expert in *Word, Excel, and Powerpoint*
    - Adobe InDesign* - print, layout design
    - 3D StudioMax* - modeling, texturing, animation
    - Content Management – CMS, Jira
    - Knowledgeable in both PC and MAC platforms

- EMPLOYMENT:**
- Senior Marketing Design/Graphic Design** July 2008 to Present  
*IACApps*
- Design concepts and functionality into meaningful user experiences that can be monetized
  - Design easy-to-follow user interfaces for maximum efficiency and usability
  - Develop designs for marketing landing and splash pages based on creative briefs, directing traffic to over 100 digital products
  - Conduct user research and translate findings into design decisions
  - Utilize current design software including Adobe CC products (Photoshop, Flash, Illustrator, Dreamweaver, Indesign) and in-house proprietary Web-dev software
  - Follow Web 'best practices' for ease of use and understandability
  - Establish clean creative concepts and maintain compliance standards
  - Work in a team environment with other designers and project managers
  - Review creative briefs for incoming jobs, develop creative direction in a collaborative effort, based on the job request/requirements
  - Organize & maintain heavy workload in a fast paced and changing environment

**Adjunct Professor (Part-time)** August 2015 to Present

*Howard Community College, Columbia, MD*

- Introduction to Digital Media (Intro to Photoshop and Illustrator)
- Inspired students to accomplish personal and professional goals set in class and achieve high marks
- Evaluated student performance of projects, tests, and assignments

**Web Designer/Graphic Design I** May 2007 to July 2008

*The Home Shopping Network (hsn.com)*, St. Petersburg, Florida

- Developed concepts and designs for the company website and User Interfaces using Photoshop, Image Ready and Illustrator
- Coordinated, styled and directed product photo shoots and retouched images
- Worked with Senior Art Directors to establish photography direction, then managed process through the photography studio
- Consistent with the HSN brand, created and implemented HTML and artwork for use in email marketing; designed UI documents for July 2007 relaunch of HSN.com; generated page layouts and banners

**Adjunct Professor (Part-time)** December 2007 to June 2008

*ITT Technical Institute*, Tampa, Florida

- Intro to 3D Modeling using Autodesk 3DS Max, Animation II using Autodesk 3DS Max, Intro to Gaming Theory and Technology
- Inspired students to accomplish personal and professional goals set in class and achieve high marks
- Evaluated student performance of projects, tests, and assignments

**EDUCATION:**

**Bachelor of Fine Arts in Digital Design**

December 2006

The Art Institute of Tampa, Tampa, Florida, GPA of 3.9

**Associate of the Arts**

May 2004

College of Liberal Arts, University of Florida, Gainesville, Florida, GPA of 3.2

**HONORS:**

- Silver Award of Distinction at the 2008 Communicator Awards in Online Advertising & Marketing Category for a Business to Consumer Campaign (HSN)
- "Hitwise Top 10 Award Winner," among Amazon, Walmart, Target, etc. (HSN)
- Awarded Certificate of Accomplishment at (ITT Tech)

**EXTRACURRICULAR**

**ACTIVITIES:**

- American Graphics Institute, Adobe Illustrator Training Completion, 2013
- American Graphics Institute, HTML & CSS Training Completion, 2013
- Future of Web Design Conference NYC, 2011, 2012, 2013
- Usability and Game Tester, Kaos Studios NYC, 2010
- Member, ACM SIGGRAPH, 2006-present
- Avid Guitar Player – 25 years and going strong
- Physical fitness, Woodworking and Beer Brewing