

SCOTT SHUMAKER

Digital/Graphic Designer

EXPERIENCE

Freelance Designer

Digital/Graphic Designer

November 2018 – present

March 2004 – July 2014

Nearly two decades of experience in B2B and B2C digital and print design, web design, branding, and marketing for over four dozen businesses and organizations. Work directly with business owners, marketing managers, and directors to conceive marketing campaigns, websites, advertising campaigns, print publications, email campaigns, and more.

Accomplishments:

- Motivated self-starter with a nearly 15-year track record running a successful design practice
- Produce a wide variety of creative assets including branding/identity guides, logos, infographics, presentations, online advertising (static and animated), social graphics, website designs, landing pages, collateral, advertisements, event branding and onsite materials, video storyboards, direct mail, and promotional giveaways
- Highly adept at major digital and print tools, project management tools, and asset management applications

Bloomberg Industry Group

Graphic Designer

August 2014 – November 2018

Responsible for conceptualizing, planning, designing, and producing digital and print materials to support corporate marketing efforts in partnership with the Creative Director, product marketing managers, copywriters, developers, and videographers.

Accomplishments:

- Designed and produced over three dozen multi-channel marketing campaigns for product roll-outs
- Created materials for yearly flagship customer event and over two dozen other customer events
- Adapted parent company's global brand guide for the division's product lines
- Developed branding, logos, and collateral for employee resource groups

CONTACT

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LinkedIn: www.linkedin.com/in/scottshumaker

Bethel Park, PA (Pittsburgh area)

EDUCATION

Cornell University, Ithaca, NY

B.A., Arts & Sciences

SKILLS

- Web/digital design
 - HTML and CSS
 - PHP coding for WordPress
- Graphic design (digital and print)
 - Branding
 - Infographics
 - Logo design
 - Event/trade show graphics
- AI design tools
- Branding
- Marketing
- Social media

TOOLS

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Express, XD, Dreamweaver, Premiere Pro, Lightroom, InCopy)
- Canva
- WordPress Content Management System (CMS)
- Motion graphics: Adobe After Effects, Adobe Spark, Hype
- Project management JIRA, Spark, Basecamp, InMotion, Adobe Document Cloud
- Email marketing: Mailchimp, Campaign Monitor, Constant Contact
- Microsoft Office
- Google GSuite