

WILLIAM SCOTT WALLACE

GRAPHIC DESIGN

ILLUSTRATION

INFORMATIONAL GRAPHICS

TYPOGRAPHY

VIDEO & MOTION GRAPHICS

PHOTOGRAPHY

WEBSITE DEVELOPMENT

EDUCATION

BFA - GRAPHIC DESIGN
UNIVERSITY OF TENNESSEE
AT CHATTANOOGA

CONTACT

WILLIAM SCOTT WALLACE
DAVIDSON, NC

 704.425.9913

 scott@williamwallace.us

 www.williamwallace.us/portfolio.html

 <https://www.linkedin.com/in/williamscottwallace/>

SUMMARY

Within my career, I have gained a strong and diverse background in both print and digital design, creating visual content for B2B and B2C marketing needs. I have managed vendor relations, mentored junior designers and acted as a lead facilitator 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 in production methods with a deep sense for detail, quality and consistency.

EXPERIENCE

9/2017 - PRESENT

DAVIDSON, NC

FREELANCE/CONTRACT GRAPHIC DESIGNER

I am currently providing clients with a variety of design services, which include:

- ◆ 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

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-site video lab and off-site photo and video shoots
- ◆ Designed and developed various web products and managed site content
- ◆ Managed sites and content for team and division level SharePoint sites
- ◆ Created PowerPoint templates, presentations and division level graphics



WILLIAM 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 Google Webmaster Tools. Video development; photography; animation; motion graphics; illustration and custom typography.

PRINT DESIGN

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

SOFTWARE

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

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 multimedia projects, using video, photography, 2D/3D animations in interactive CD/DVDs and PowerPoint presentations
- ◆ Created informational graphics, technical and architectural illustrations
- ◆ Developed trade show and POP displays
- ◆ Designed and built websites, managed content and web servers

11/2004 - 11/2006

CHATTANOOGA, TN

HEIL ENVIRONMENTAL SENIOR MEDIA SPECIALIST/MARKETING MANAGER

- ◆ Supervised design staff and directed all design department asset purchases
- ◆ Managed website architecture, implementation and development
- ◆ Designed trade show booth graphics and assisted with on-sight events
- ◆ Developed, produced and managed print and digital product advertising, marketing collateral and presentation CD/DVDs
- ◆ Managed product roll-outs for print, web and video media
- ◆ Created and managed employee newsletters, intranet websites and human resource communications
- ◆ Directed and produced promotional and operational maintenance videos and presentations
- ◆ Managed location photography, video shoots and archival libraries

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 to "Best Corporate Documentary" film, presented by 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.
- ◆ 1st Place Awards - Tennessee Press Association
- ◆ 1st Place Awards - Mid-Atlantic Marketing