

# Brent Scott

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<http://www.theinspiredape.com>

**OBJECTIVE** Self motivated team player seeking an opportunity that enables me to expand my career path, and push my creative abilities, while showcasing my design skills, leadership, and expertise

**APPLICATIONS** Microsoft Word, Microsoft Excel, Adobe Photoshop, Adobe Illustrator, Lightroom, Adobe Indesign, Adobe Dreamweaver, HTML, Javascript, Responsive Web Design, CSS

## WORK EXPERIENCE

*Freelance Graphic Designer*, June 2020 – present

**New York, NY**

- Collaborate with clients in industries such as restaurant, fashion, and finance to create compelling graphics, and visual concepts to achieve their specific needs in time sensitive environment
- Establish brand identities including logo development, color schemes, and typography, and website graphics
- Implement UI strategies for clients to highlight their vision, and provide more powerful digital presence

### **Barneys New York**

**New York, NY**

*Graphic Designer/Merchandising*, 2011 – 2020

- Provide market research and design trend analysis based on seasonal buys
- Responsible for changing and or converting graphic elements when necessary as approved by creative director
- Collaborate biweekly with VINCE account rep on sales reports, merchandising, best sellers, and customer feedback
- Initiate liaison between brands and Barneys' buyers to assist in layout of company's seasonal mailer "The Window"
- Assist in creation and maintenance of company website including banner creation, file uploads, and styling
- Design and create graphics for in-house brands, handouts, microsites, flyers, and marketing collateral using applications such Adobe InDesign and Adobe After Effects

### **Custom Staffing**

**New York, NY**

*Graphic Designer/Temporary Employee*, 2010-2011

- Contribute to design of Canali seasonal look-book using Adobe Indesign and Photoshop
- Create itemized price guides and presentation materials for Canali U.S. showroom using industry standards, Adobe Indesign, and Microsoft Powerpoint
- Oversee swatch orders and swatch editing and redesign of stationary at Canali U.S. showroom
- Internet research and blog recruitment for contributors for various blogs at Forbes.com
- Post new entries, maintain and update blog at Forbes.com using WordPress and HTML

### **Life Care Therapy**

**Miami, FL**

*Exercise Physiologist*, 2009 – 2010

- Administer functional and cognitive evaluations for general population of Broward County for applicants seeking Medicare, Medicaid, transportation service, and other county programs
- Record in depth documentation of evaluations, analyze data through standard protocols and formulas, provide detailed recommendations and feedback to applicants

### **Creative Staffing**

**Miami, FL**

*Graphic Designer/Administrative Assistant for Miami Herald Client*, 2006-2009

- As graphic designer, provided cost effective and efficient service for the Miami Herald by spreadsheet creation and design, as well as blog editing and improvement
- As admin assistant, established timely and objective feedback to supervisors pertaining to effectiveness of those current sales initiatives as well as enhancing marketing and sales initiatives through client outreach

*Atlanta Daily World*, 2000-2002, 2005

**Atlanta, Ga**

*Layout Production Assistant*

- Accountable for the layout, design, and production of the nation's oldest black daily newspaper using Quark Express for layout and Macromedia Dreamweaver for online publication
- Assignments included staff photographer and writer for major entertainment and sporting events including Super bowl XLII, and Atlanta Falcons team camp

## EDUCATION

*University of Miami: Bachelor of Arts in Studio Art/Graphic Design* 2004

**Coral Gables, FL**

- Member of Hurricanes Football Team 1999-2002 and "Hurricanes Help the Hometown" community outreach
- Minor in Exercise Sports Science and member of United Black Students and Art Associations