

# SCOTT MOORE

## GRAPHIC DESIGNER | CONSULTANT

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### EXPERIENCE

**Independent Consultant**  
2009 – Present

#### Graphic Designer | Consultant

Independent consultant engaging audiences with general creative services for a variety of business needs in the Sacramento area and beyond. Participate in cross functional teams while developing and managing compelling outcomes in service to the client's mission. Consulting work specifically focuses on business development.

**Pat Davis Design Group**  
2018 – 2019

#### Senior Graphic Designer

Design, branding and marketing for over 30 unique clients nationwide in education, tourism, government, business and more. Daily managed an intense and often shifting deadline-driven environment with frequent last-minute and urgent requests.

Conceived and created advertising, websites, brochures, newsletters, information design, information graphics, social media, UI/UX, logos, administrative and training materials. Maintained multiple brand guidelines and writing standards.

Prioritized, estimated and managed day-to-day project lists and production resources, including time requirements for all production levels. Organized and archived design asset libraries.

**Green Acres Nursery**  
2015 – 2017

#### Graphic Designer

Implemented a cohesive brand and overall graphic identity across all communications and collateral materials. Deliverables included in-house products, merchandise, packaging, advertising, websites, brochures, newsletters, signage, email, social media, UI/UX, administrative training materials.

Met with internal and external groups to present design rationale and collect feedback, coordinate projects, presentations, and timelines.

Highlights included offset printed catalogue art direction, layout, copywriting, photography, pre-press production. As well as project scheduling and bids with multiple outside vendors, art direction for marketing photography, developed e-commerce strategy, and marketing email redesign with significant increase in audience engagement.

### SKILLS

**PC, Mac & Mobile**

**Adobe CC:** Photoshop, Illustrator, InDesign, Acrobat, Premier Pro, AfterEffects

**Microsoft Office:** PowerPoint, Excel, Word, Outlook, Teams

**UX/UI and Web:** Hubspot, WordPress, HTML5/CSS

**Photography:** Art Direction and original commercial photography

**Design:** Photo composition, typography, color, layout, and production knowledge

### EDUCATION

**Art Center, Pasadena**  
2006-2008

#### Bachelor's degree – Fine Art

Awarded 6 consecutive merit scholarships  
Graduated with honors