

# Scott Mackey

GRAPHIC DESIGNER

## CONTACT

509-288-1448

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## SKILLS

Illustrator



Photoshop



InDesign



WordPress



HTML/CSS



## PROFESSIONAL EXPERIENCE

### WSU Health & Wellness Services - Pullman, WA

Graphic Designer, January 2016 - Present

Conceptualize, produce, develop, and design a variety of original multimedia projects, graphic materials, and online publications.

- Coordinate with communications team and department staff to generate graphical layouts and designs for digital and print.
- Design and develop websites and digital publications utilizing WordPress, Mailchimp, and code languages (HTML, CSS, JavaScript)
- Summarize website usage and performance statistics using Google Analytics.
- Draft and edit copy for use in digital and print publications.
- Oversee web and design projects, coordinating with department staff and communications team members to ensure accurate development and timely delivery of materials.
- Photograph and record digital video of events and live subjects for use in media projects.

### Paradise Creek Brewery - Pullman, WA

Creative Director, September 2009 - August 2015

Successfully managed and coordinated marketing and graphic design projects from concept through completion. Project managed team members to effectively promote business products and services across many forms of media and in-person to a diverse and rapidly growing customer base.

- Designed original business logo; since distributed on product labels, signage, clothing and other merchandise throughout the Northwest.
- Planned events and managed all operational, strategic, financial, quote/bid, staffing, and administrative functions.
- Built front-end website including user experience design, content creation, copy & graphics, utilizing WordPress CMS. Maintained site with frequent revisions to both content and software updates, including SEO optimization and basing strategies on Google analytics queries.
- Composed copy for communications and marketing materials, including a weekly email newsletter distributed to over 1000 subscribers via the MailChimp platform.
- Photographed and video recorded product, merchandise, and events for use in print, social media, web, and in large-format printing applications such as wall mural art, large banners, signs, and vehicle wraps.

## **Scott Mackey Designs - Pullman, WA**

Graphic Designer & Social Media Manager, January 2010 - Present

Effectively collaborates with clients to create innovative and compelling web sites, graphic materials, and marketing campaigns. Keeps up-to-date with constantly evolving technologies in design and online social networking, providing timely and engaging creative goods.

- Conceptualizes logo designs and brand identity, working closely with clients to create vision and consistency while meeting deadlines and requirements.
- Creates design theme, graphics, and copy for highly persuasive social media marketing campaigns.
- Develops site map, user experience, writes original copy and/or copy edits, creates graphics, publishes and tests websites based on the specific needs of client businesses.
- Composes typographic layout and graphic design for brochures, newsletters, posters, and product labels.
- Photographs products, business spaces, business staff and patrons for use in social media campaigns, web, and print materials.

## **Arizona Game And Fish Department - Mesa, AZ**

Habitat Technician, April 2004 - February 2007

Collected and recorded field data in relation to habitat studies based in Northern Arizona (AGFD RVI). Graphically represented datasets using a Geographic Information System (ArcGIS) for use in public information sharing and research publishing.

- Planned and executed multi-day field study outings to seek out and collect data using a variety of methods including manual vegetation measurements and geospatial location tagging.
- Photographed habitat areas in various stages of impact and restoration, recorded and applied metadata to digital photo files for future scientific reference.
- Designed geographic maps representing data such as wildlife population densities, predator activity, habitat health, and physical markers such as roads, water sources, and inventoried fencelines.

## **TECHNICAL PROFICIENCY**

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### **Creative Tools**

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, Acrobat, AfterEffects)

### **Languages**

HTML 5, CSS 3, PHP 7, JavaScript

### **Other Tools**

WordPress, Google Analytics, MS Office Suite, ArcGIS, Facebook Ads, Mailchimp, Buffer/Hootsuite

### **Photography**

Experienced with Canon, familiar with other DSLR camera systems

## **EDUCATION**

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### **Mesa Community College**

General coursework, May 1998 - December 2000

### **Arizona State University**

Conservation Biology, August 2001 - May 2005