

# Scott Ledbetter

## GRAPHIC DESIGNER + CREATIVE

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916.508.2115  
scottledbetter.com

### EXPERIENCE

#### OCS Sailing • Graphic/Web Designer, Marketing Strategist

SEPTEMBER 2016 – PRESENT | BERKELEY, CA

Update and improve web experience and online presence. Design and develop responsive, effective email newsletters and promotions. Implement captivating, effective marketing strategies. Manage all social media outlets for content, branding consistency, and appeal. Collaborate with team in designing promotional items, signage, and collateral.

#### Wallrich Creative Communications • Designer

NOVEMBER 2014 – SEPTEMBER 2016 | SACRAMENTO, CA

Designed concepts, layouts, and graphics for print and interactive projects. Refined, revised, and prepped assets for final output. Front-end UI/UX wireframing, design, and web development. Collaborated with tech team on design and implementation of efficient workflow and development practices.

#### Glass Agency • Freelance Graphic Designer

MAY 2014 – OCTOBER 2014 | SACRAMENTO, CA

Designed graphics for a wide variety of advertising projects, campaigns, and marketing materials. Deep integration of various popular social media platforms. Mediums in both digital and print, for various purposes, sizes, and locations. Revised work as needed for improvement, technical specifications, and client feedback.

#### The Orion • Advertising Design Manager

DECEMBER 2013 – MAY 2014 | CHICO, CA

Managed the design of client advertisements for the national, award-winning newspaper. Created print and digital advertisements, while helping a team of interns hone their creative, technical, and communicative abilities.

#### Wildcat Recreation Center • Graphic Designer

MAY 2013 – MAY 2014 | CHICO, CA

Employed as the sole graphic designer for California State University, Chico's student recreation center. Regulated 25 televisions and digital signage around the facility. Responsible for designing thoughtful branding, posters, flyers, apparel, and advertisements.

#### The Orion • Art Director

DECEMBER 2012 – DECEMBER 2013 | CHICO, CA

Oversaw design of the newspaper, maintaining consistency, readability, and style guidelines. Communicated with our printer when troubleshooting was required, and ensured the paper was sent on deadline weekly. Other duties included hiring and training staff, designing special inserts, creating house advertisements, collaborative critiques, and working at odd hours.

*Portfolio and references are readily available upon request.*

### EDUCATION

#### BA in Communication Design

Focus in Graphic Design

Minor in Photographic Studies

California State University, Chico, 2010–2014

GPA: 3.65

### ACHIEVEMENTS

#### California State University, Chico

Outstanding Graphic Design Student  
Dean's List

#### Graphic Design USA

American Graphic Design Award, logo design

#### California Collegiate Media Association

General Excellence, 1st place

Best Sports Page Design, 1st place

Best Infographic, 1st place

Best Photo Illustration, 2nd place

Best Overall Design, 3rd place

#### Associated Collegiate Press

Pacemaker Recipient (2014)

Pacemaker Finalist (2013)

#### Graphic Design Student Show

1st place & honorable mention for  
publication design

#### Meriam Library Special Collection

Printed photograph currently included in  
California State University, Chico's archives

### SOFTWARE SKILLS

Illustrator	HTML
InDesign	CSS
Photoshop	jQuery
Lightroom	PHP
Vim	SASS
Git / Svn	Wordpress / CMS
MS Office	Bootstrap / Frameworks

### OTHER SKILLS

Social Media

Pre-Press / Printers

Color matching systems

Meeting hard deadlines

Client communication

Technical troubleshooting / IT

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To the John McNiel Team,

My name is Scott Ledbetter, an experienced graphic designer with expertise in print, web, branding, development, among other niches. After seeing your listing I wanted to reach out, as I have years of agency experience under my belt, and know what it means to produce work in a deadline-driven, collaborate environment with high standards. I just moved to Emeryville, so I am local.

I've learned invaluable skills that would transfer perfectly into this position. I have designed Wordpress sites and responsive email templates from scratch, full branding for local artists, billboards along Highway 50, annual reports for Dignity Health's Neurological institute, and much more. I'm very comfortable working on projects from start to finish, whether is be branding from sketching to print production, or web design from wireframes to coding.

I also bring a variety of development tools to the table. I am proficient in HTML, CSS, jQuery, PHP, SASS, Git, and a variety of web design frameworks, like Bootstrap.

Thank you in advance for your time and consideration, and I hope to hear back!