

Scott Smith

email: scott@wootworks.com
portfolio: wootworks.com

Capabilities:

Strong visual design skills with an emphasis on clean, engaging, user-friendly interfaces to capture the audience's hearts, minds and attention. Hand-coded HTML, CSS and some Javascript (mostly with common libraries like jQuery), advanced troubleshooting of cross-browser compatibility issues and accessibility (Section 508) practices.

Work history:

Front-End Software Developer

National Center for Telehealth & Technology (T2) :: Fort Lewis, Washington
February 2008 to August 2010

- Concepting, wireframing, designing and hand-coding websites.
- Creating sites in the Drupal content management platform.
- Front-end development: designing and implementing the user interfaces for T2 software products
- Concepting, designing and creating T2 branding elements (logos, signage, letterhead, various templates, etc.)

Creative Director and Owner

WootWorks.com :: Seattle, Washington
July 2006 to present

- Sole proprietor of my own business providing consulting, concepting, design, web coding and flash programming services

Senior Interactive Art Director

Brand Content :: Boston, Massachusetts
April 2007 to November 2007

- Worked part-time providing design, web coding, flash programming/design and other services for Brand Content clients

Art Director

Hill, Holliday, Connors, Cosmopolous, Inc. :: Boston, Massachusetts
March 2003 to July 2006

- Concepted, designed, coded and implemented a wide array of interactive projects for brands such as Dunkin Donuts, Budweiser (and Bud Light), Liberty Mutual and the Massachusetts State Lottery.
- Led teams of designers, copywriters and other art directors. Responsible for delivering projects on time and under budget.
- Worked closely with senior creatives, account executives and strategic planners to deliver creative that fit within the larger, integrated campaign.

Interactive Designer

Irma S. Mann Strategic Marketing, Inc. :: Boston, Massachusetts
October 1999 to August 2002

- Designed and hand-coded cross-platform websites using HTML, JavaScript and CSS.
- Created Flash multimedia presentations for distribution on CD-ROM.
- Designed and animated web banners.
- Set up a Final Cut Pro non-linear video editing station. Edited short video projects for presentations and distribution online.

Art Director/Producer

Sunset Advertising Group Inc. :: Saipan, Commonwealth of the Northern Mariana Islands
November 1996 to June 1999

- Designed highly effective materials for all types of media from newspapers, magazines, brochures and posters to television and web advertising.
- Worked directly with clients on all phases of advertising and marketing from initial conception and budgeting through to the final product.

Graphic Artist/Animator

TCI Media Services :: Olympia, Washington
March 1992 to November 1996

- Design and motion graphics in a quick turnaround video production environment.
- Responsible for coordinating and working with clients on a one-on-one basis.
- Maintained, upgraded and recommended purchases for all of the Macintosh workstations.

Software expertise:

Expert level Photoshop, Illustrator, Flash and (intermediate level) ActionScript, After Effects, Final Cut Pro, BBEedit, Dreamweaver, InDesign, Quark Xpress. I'm most comfortable working with a Mac system, but I have extensive experience working with a PCs as well.

Client Experience:

Dunkin Donuts, Liberty Mutual, Dell, TJMaxx, Budweiser, Bristol-Meyers Squibb, Roomba, Cognos, Boston Globe, CVS, Fleet Bank, Massachusetts State Lottery, City of Boston, Harvard Pilgrim Healthcare, and many others.

Education:

Bachelor of Arts Degree, Evergreen State College, Olympia WA

Associate of Arts Degree, South Puget Sound Community College, Olympia WA