

Scott Carroll

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www.carrolldesignworks.com

Approach: My approach is to develop concepts that convey unique and compelling customer value. I enjoy creating both what sells and what will win awards. As an art director for **Zegrahm Expeditions** I created collateral that is responsible for generating \$35 million in sales over 5 years. I pioneered and was instrumental in the concept of the Zegrahm Portfolio – a high-end sales experience designed to support sales to prospects in the \$100,000+ salary category. During my Zegrahm experience, I developed collateral that was responsible for greater pre-sales for a subsequent year than for the entire sales of the previous year. I have developed comprehensive collateral systems for **Hewlett-Packard's** printer and peripheral divisions, including the launch of multiple LaserJet printers and toner products. Materials created for specific LaserJet printers helped HP surpass sales projections by 10%. I have created advertising, newsletters and collateral for the **Kenworth Truck Company**, including materials for the T600 Aerocab and introduction of the T2000 family of trucks. Kenworth has enjoyed record profits from sales generated from these materials.

Experience: I have over twenty years of experience as an art director and graphic designer for advertising agencies, a corporate marketing department as well as working as an independent art director. Over the course of my career I have created an array of distinctive images and communications for a number of national and international companies and institutions. I am detail oriented and have hands-on experience managing and mentoring a fast paced in-house design department.

Client Experience.

Some of the companies and institutions I have worked with include:

- Hewlett-Packard • Philips Medical • Allscripts • Microsoft • Kenworth Trucks • Air France
- John Deere • Cabela's • Micron Technology • Discovery Channel • Chateau Ste Michelle
- University of Washington • Harvard Museum of Natural History • Washington State Lottery
- Stanford Alumni Association • Europe Express • Zegrahm Expeditions • King County Medical
- Costco • Lowe's • National Audubon Society • Paccar • World Wildlife Fund

Project Experience.

I have created an array of design projects including:

- brand image • brochures • logos • advertising campaigns • collateral systems • web design
- packaging • illustrations • maps • corporate identity • posters • publications • annual reports
- catalogs • newsletters • slide presentations • point of purchase

Management Experience.

My management experience includes:

- supervising and managing an in-house design department • managing vendors and freelancers
- maintaining production schedules and costs • managing workflow • print management

Skills: I am proficient in all aspects of the creative process from conception to finished product. I have an advanced level of design skills and have a good understanding of current design trends. I am fluent in many software applications on both Macintosh and PC platforms.

Design Skills.

My advanced level of design skills include:

- marketing strategy • concept development • art direction • print design • web design • layout
- photo direction • color correction • illustration • map making • copy writing and editing
- production • print management • digital photography

Software Skills.

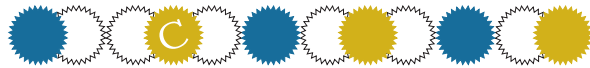
Software applications I have advanced knowledge of include:

- InDesign • Photoshop • Illustrator • Dreamweaver • QuarkXPress • WordPress • Acrobat
- PowerPoint • Word • Excel

Software applications I have basic knowledge of include:

- Flash • After Effects • Premiere • Audition

(continued)



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Employment: **2003 to Present. Carroll Design Works.** Art director, graphic designer and production manager. I create ads, promotional materials, packaging, web sites, logos, corporate identity, collateral, newsletters, illustrations, posters, catalogs and publications.

Accounts: Philips Medical, Allscripts, Lowe's, Discovery Channel, University of Washington, Costco, John Deere, Microsoft, Classic Accessories, Mindray, Europe Express, Air France, Cabela's, Parker LePla Public Relations.

1998-2003. Zegrahm Expeditions. Senior art director and supervisor of in-house design department. Responsibilities included art direction, design, illustration, map making, copy editing, print management and production of promotional materials including content for the web as well as supervising designers and freelancers and managing workflow while maintaining production schedules and costs.

Other clients served: Harvard Museum of Natural History, World Wildlife Fund, Smith College, Smithsonian Institution, University of Washington Alumni Association, Field Museum Tours, Stanford Alumni Association, National Audubon Society, American Geographic Society, Archaeological Institute of America, The Explorers Club, Woods Hole Oceanographic Institute, American Museum of Natural History.

1994-1998. Carroll Design. Art director, graphic designer and production manager. Created ads, promotional materials, logos, corporate identity, collateral, newsletters and publications.

Accounts: Kenworth Trucks, University of Washington, Chateau Ste Michelle Winery, WRQ, Parker LePla Public Relations, BBFM Inc., The Traver Company Graphic Designers, Volkamer & Simmons Advertising, Siefkes Group Public Relations, MESA International, The Tolt Group.

1988-1994. Floathe Johnson Associates. Art director and graphic designer. Responsibilities included ad, logo, corporate identity and collateral design as well as layout and production. Supervised freelance designers and production artists.

Accounts: Kenworth Trucks, Hewlett-Packard, Micron Technology, Applied Microsystems, Panlabs, Cellpro, Weyerhaeuser, Attachmate, Advanced Technology Laboratories, Paralon, Integrated Circuit Systems, Seattle Silicon.

1986-1988. Borders Perrin and Norrand. Graphic designer and production artist. Responsibilities included design, production art, layout, comps and presentation materials as well as organizing work flow and hiring freelance production artists.

Accounts: Kenworth Trucks, Washington State Lottery, King County Medical, Shurgard Self Storage, Aplets and Cotlets, Mannesman Tally Computers, Warn Industries.

1986. Witz and Fitz Creative Services. Graphic designer and production artist. Responsibilities included design, production art, comps, and presentation materials.

Accounts: Skippers, Pasta & Co., North Sound Bank, Kitsap Physicians Service, Thurston County Medical, Gould Packaging.

Education: **University of Washington.** Certificate in multimedia.

911 Media Arts Center. Completed workshops in Photoshop, web and HTML.

School of Visual Concepts. Completed courses in advertising and graphic design.

Shoreline Community College. Applied Arts Degree in Visual Communications Technology.