

# SKOTT MCKINNEY

## TECHNICAL PROFICIENCY

**Platforms:** Mac OS X, Windows Vista/XP/ME/2000  
**Software Expertise:** Adobe Creative Suite 3 (Photoshop CS3, Illustrator CS3, InDesign CS3, Dreamweaver CS3, Bridge CS3, Acrobat 8)  
Microsoft Office (Outlook, Entourage, Word, Excel, PowerPoint)

## PROFESSIONAL EXPERIENCE

**6/2008 – Current** *STEMTech HealthSciences, Inc.*  
**Graphic/Web Designer**

- Manage all aspects of print collateral from concept to final print
- Presented and implemented new marketing campaigns
- Update and maintain all wcompany websites and databases
- Record and edit all audio and video content for use on various aspects of company related products and media relate materials
- Maintain open communication with the company distributor base to gain knowledge and ideas that would furthur benefit the sucess and growth of the company.

**8/2006 – 5/16/2008** *Fabrik/SimpleTech*  
**Lead Graphic/Web Designer, Channel Marketing**

- Created new and exciting designs for POP displays, packaging, tradeshow materials, and marketing collateral for retail and channel sales.
- Presented and implemented new marketing campaigns and channel Mar-Com
- Designed web pages, web graphics, and graphic emails using CSS and dynamic html.
- Updated and maintained all aspects of the channel extranet web pages.
- Produced and updated individual reports, tracking the performance aspects of channel extranet web pages and promotions.
- Communicated with sales force to create individually customized promotional materials.

**3/2006 – 8/2006** *Creative Focus (Lennar)*  
**Graphic Designer/Production Artist**

- Assisted the Creative Director and the Sr. Graphic Designer with creative tasks such as designing postcards, brochures, hand-outs and new ad designs.
- Handled all production tasks associated with company advertisements, community brochures, flyers, and other marketing materials.
- Built and maintained templates and created maps and floorplans.

**10/2004 – 3/2006** *Baja Designs*  
**Creative Director**

- Managed all aspects of design from initial concept to the completion of all marketing materials; POP displays, catalogs, packaging, print advertising, outdoor advertising, brochures, stickers, T-shirts, tradeshow display booths, media kits and company/product logos.
- Corresponded with magazine editors & printers regarding deadlines & print requirements.
- Created & maintained company web site & images.
- Performed digital production duties; clipping, retouching & color correcting images.
- Traveled to various company events to promote the company & photograph product & vehicles for use in marketing materials & the company website.

## EDUCATION/TRAINING

**Associate of Science in Graphic Design**  
Platt College, Newport Beach, California