

SKOTT W. MCKINNEY

649 MURAL STREET OCEANSIDE CA. 92057

• Creative Direction • Art Direction • Graphic Design • Web Design • Project Development • Project Management • Database Management

Creative motivator and self starter with a passion for design and an eye for detail. Capable of providing creative direction across multiple platforms of advertising while maintaining a comfortable and fun working environment.

PROFESSIONAL EXPERIENCE

Stemtech HealthSciences, Inc.

2008 – Present

Sr. Graphic Designer / Creative Manager

Played an integral part in establishing an efficient in house creative department providing solid creative direction across 14 countries. Created the current brand image for all global markets, including the redesign of printed collateral materials from concept to completion, product label treatments, packaging development and design, audio production, and corporate website redesign. Communicate regularly with vendors to ensure print quality on all products and materials. Participate in and support the Sales and Marketing Departments in the creative thought process for all company sponsored conventions, conferences and events. Interact directly with Executive Management.

- Created and executed branding strategies for the new corporate identity and new product lines.
- Managed the design process company wide while managing all global resources.
- Constructed and participated in the production of corporate training videos and audio CDs.

Fabrik/SimpleTech

2006 – 2008

Lead Graphic / Web Designer, Channel Marketing

Key responsibilities included developing Channel Marketing campaigns, designing all printed collateral materials, and website development for B2B and Channel Marketing. Materials developed consisted of product fact sheets, corporate sponsored program guides, digital media, internal extranet development, and web related navigation components.

- Created designs for POP displays, packaging, tradeshow materials, and marketing collateral for the retail design team.
- Utilized CSS and DHTML to build complex database driven content and email campaigns
- Tracked performance of projects and active campaigns within the Channel Marketing division

Baja Designs

2004 – 2006

Senior Graphic Designer

Managed all aspects of the design process from initial concept to the completion of all marketing materials to include company website, POP displays, catalogs, packaging, print advertising, outdoor advertising, brochures, stickers, T-shirts, tradeshow display booths, media kits and company/product logos.

- Managed the daily functions of the creative department
- Developed a core company website and provided creative support for third party e-commerce
- Designed all tradeshow booths and tradeshow materials

EDUCATION/TRAINING

Degree in Graphic Design from Platt College, Newport Beach

SOFTWARE \ TECHNICAL PROFICIENCY

Platforms: Mac OSX, Windows Vista/XP/ME/2000

Software: Adobe Creative Suite 1 - 5 (Photoshop, Illustrator, InDesign, Dreamweaver, Bridge, Acrobat, Flash, Soundbooth) Microsoft Office (Outlook, Entourage, Word, Excel, PowerPoint)

Programming: CSS, HTML, DHTML