

ZACHARY SCOTT

GRAPHIC DESIGNER

219-794-5902

ZACHARYSCOTTDESIGN@GMAIL.COM

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I am a visual creative with 15 years of experience in print/digital marketing, packaging, and product design. By pairing artistic talent with a strong technical skill set and a true spirit of loyalty and motivation, I've authored a solid track record of success for employers throughout my career.

Working for a fast-growing ecommerce startup, I earned three promotions in five years by producing top-performing products, packages, and collateral. I led my team in launching over 300 products each year, generating on average \$32 million in sales and 36% sales growth annually.

Since then I've shifted my path away from higher-level managerial roles. I'm a designer at heart, and truly at my happiest when I'm directly engaged in the design process. I've since continued to thrive, creating retail packaging for major brands such as Petco, Wal-Mart, and Coca-Cola.

EXPERTISE

DESIGN SKILLS

PACKAGE DESIGN & ENGINEERING
MARKETING CAMPAIGNS & COLLATERAL
BRANDING & NEW BRAND DEVELOPMENT
PRE-PRESS & PRINT PRODUCTION
PRODUCT DEVELOPMENT & MANAGEMENT
PUBLICATION/PRINT DESIGN & LAYOUT
USER EXPERIENCE & INTERFACE DESIGN
WEB DESIGN & FRONT-END DEVELOPMENT

OTHER SKILLS

ILLUSTRATION & COMMERCIAL ART
PHOTOGRAPHY & PHOTO EDITING
VIDEOGRAPHY & VIDEO EDITING
ART DIRECTION & PROJECT WORKFLOW
MARKETING STRATEGY & MESSAGING
COLLABORATION & TEAM BUILDING
PROOFING & QUALITY CONTROL

SOFTWARE

ADOBE ILLUSTRATOR & INDESIGN
ADOBE PHOTOSHOP & LIGHTROOM
ADOBE ACROBAT & READER
ADOBE PREMIERE PRO & AFTER EFFECTS
ADOBE DREAMWEAVER, HTML5, & CSS
MICROSOFT OFFICE 365

EXPERIENCE

2026
2025

DESIGNER & CONSULTANT INDEPENDENT CONTRACTOR

Offering a variety of creative services and strategic consultation to a reliable client base

Left art directorship in 2019 to work with Brybelly full-time on a contract basis for 2 years

Currently supporting myself with freelance contracts after relocating to Indianapolis, IN

2021
2019

2025
2021

GRAPHIC DESIGNER & ARTIST INTERNATIONAL PAPER

Designed retail packaging and prepared production assets for top national retail brands

Made use of mockups, proofs, and quality control checks to ensure client satisfaction

Coordinated with clients, account managers, and production in a fast-paced team setting

2019
2016

ART DIRECTOR BRYBELLY

Administered art direction, briefings, critiques, presentations, and campaign oversight

Elicited a pivotal increase in standards for brand collateral quality, efficacy, and scope

Led a team initiative that reduced error rates to 0.5% and cut missed deadlines by 27%

2016
2013

SENIOR DESIGNER BRYBELLY

Designed products, packaging, websites, ecommerce assets, and marketing collateral

Oversaw new brand and product development as well as ecommerce asset production

Spearheaded entry into lucrative new retail markets and corresponding brand launches

2013
2011

MARKETING DESIGNER CHICAGO SUN-TIMES

Designed print and digital campaign collateral for 40+ Chicagoland news publications

Administered CST mobile app and marketing email graphics and interface production

EDUCATION

2010
2006

B.S. COMPUTER GRAPHICS PURDUE UNIVERSITY

Earned academic minor in Art and Design

Awarded full-tuition academic scholarship

Internships at Purdue CRI and AG Printers