



Scott Carson

OBJECTIVE

Present optimal graphic design performance with eyegrabbing photography, outstanding typography, extraordinary execution/performance, and beyond.

Making functional graphic design work that serves a purpose.

EXPERIENCE

August 2003-Present - D. Sokolin & Co. Wine Merchants - Bridgehampton, NY

Graphic Designer/Art Director

- Developed Company's first logo.
- Developed letterheads, envelopes, business cards, flyers, catalogs, email marketing newsletters, maintaining a website, and major advertisements in the New York Times, Wall Street Journal, Wine Spectator Magazine, NYSE Magazine, The Robb Report, Dockwalk Magazine, The Academy Awards, Pursuits Magazine, etc.
- While learning about the wine industry a great deal, I help to further catapult the image of the company into a clean, professional, and high-end representation that depicts the company more efficiently and gives the high-end clientele a better idea of who they were buying fine wine from. www.sokolin.com
- I have designed over 15 catalogs and over 30 advertisements for the company.
- Designed the company's website from conception to completion.

SKILLS & SOFTWARE PROFICIENCY

Skills:

Photography, Typography, Illustration, Logo Production, Publication Production, Website Development, e-Marketing Campaign Development, and much more.

Software Proficiency:

- § Adobe Photoshop- 8-10 Years
- § Adobe Illustrator- 5-7 Years
- § Adobe Acrobat- 5-7 Years
- § Quark Express- 6-8 Years
- § Macromedia Flash- 3-5 Years
- § Macromedia Dreamweaver- 1-3 Years
- § Microsoft Office (Word, Outlook, Excel, Frontpage)- 10-15 Years

EDUCATION

1999-2003 Roger Williams University Bristol, RI
B.A., Visual Arts w/ concentration in Graphic Design.

INTERESTS

Computers, Art, Music, Fine Wine, Advertising, Automobiles.

WEB: WWW.SCOTTMCARSON.COM • E-MAIL: SCOTT.M.CARSON@GMAIL.COM
PHONE: (631) 525-3809 • ADDRESS: 21 PONDWAY APT. 7 • MANORVILLE, NY • 11949