

Graphic
Design

ILLUSTRATION

Informational
Graphics

TYPOGRAPHY

Video & Motion
Graphics

PHOTOGRAPHY

Website
Development

Education

BFA - Graphic Design
University of
Tennessee
at Chattanooga

SCOTT WALLACE

Contact



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SUMMARY

Possessing a solid and diverse foundation in both print and digital design, I have been able to provide my clients and colleagues with a wide variety of creative services. I have managed vendor relations, mentored junior designers and have provided direction on creative projects and events alike. I pride myself as not only having a very creative background, both critically and conceptually, but also having a deep sense of detail and consistency. I embrace a continuous learning mindset and seek new opportunities that will allow me to grow and share my knowledge.

EXPERIENCE

5/2019 - PRESENT

CHARLOTTE, NC

TIAA

Director of Learning, Technology & Vendor Management

September 2023 - Present

- Manage and consult with learning vendors
- WalkMe consulting and development
- SharePoint admin and development of TIAA University
- Vendor systems and SharePoint analytics

Sr. Instructional Tech Designer

May 2019 - September 2023

- Develop illustrations, infographics & various digital collateral
- Audio/video/photography capture and development
- 3D, animation and motion graphics development
- Lead WalkMe consulting, development and training
- Google analytics and reporting presentation
- Provide Brand guidance & technical troubleshooting
- Develop SharePoint sites, HTML, CSS and javascript

9/2017 - 5/2019

DAVIDSON, NC

Freelance/Contract Graphic Designer

- Creation of logos, marketing collateral and brand development
- Development of videos & motion graphics
- Delineate illustrations and informational graphics
- Design PowerPoint presentations and master templates
- Develop websites and provide digital content

Digital Design
 Digital Adoption
 Platforms; Digital
 advertising;
 Presentation
 development; Web
 development;
 HTML; CSS;
 JavaScript; Google
 Analytics, Video
 development;
 Motion graphics;
 Animation; 3D;
 Photography;
 Illustration

Print Design
 Print advertising;
 Marketing
 collateral;
 Brochures;
 Catalogs;
 Newsletters; POP
 & Signage; Trade
 show design;
 Typography

Software
 Illustrator;
 Photoshop;
 InDesign; Acrobat;
 Dreamweaver;
 Premiere Pro &
 Final Cut Pro;
 After Effects;
 Audition; Encore;
 Captivate;
 Dimensions;
 Maya & Blender;
 Microsoft: Word;
 Excel; PowerPoint;
 Visual Studios.
 IBM WebSphere;
 IBM Connections;
 SharePoint;
 Intellum Evolve;
 Storyline; Vyond;
 WalkMe.

SCOTT WALLACE

3/2017 - 9/2017

TROUTMAN, NC

C.R. Onsrud

Senior Graphic Designer

- Designed and managed digital and print advertising, marketing collateral, brochures, catalogs, newsletters and trade show graphics
- Captured and Produced video and product photography

10/2013 - 11/2016

CHARLOTTE, NC

Lowe's home Improvement

Sr. Support Analyst (Video Specialist & Graphic Designer)

- Created, produced, and scripted how-to self-help videos
- Managed on-sight video lab & off-site photo/video sessions
- Developed & managed internal website & SharePoint sites
- Created PowerPoint templates, presentations and infographics

6/2012 - 6/2013

CHATTANOOGA, TN

Capital Toyota & Lexus of Chattanooga

eCommerce Manager & Web Developer

- Developed & managed advertising, websites, and social media
- Managed all inventory and eCommerce systems, DMS, CRM
- Oversaw SEO and Analytical reporting for all website products

11/2006 - 6/2012

CHATTANOOGA, TN

Creative Alarm, Inc.

Consultant/Graphic Design

- Produced and managed print advertising and marketing collateral
- Developed video, photography and PowerPoint presentations
- Created informational graphics and custom illustrations
- Developed trade show and POP displays
- Designed and built websites, managed content & web services

11/2004 - 11/2006

CHATTANOOGA, TN

Heil Environmental

Senior Media Specialist/Marketing Manager

- Supervised design staff and department assets/purchases
- Managed and developed website architecture
- Designed and managed trade show events and booth graphics
- Developed product advertising and marketing collateral
- Produced promotional and operational maintenance videos

KUDOS

- Internal **TIAA Gold, Silver, and Bronze** recognition awards
- **Top I.T. Performer** Award at *Lowe's Corporate*
- Designer of **Best of Show** PowerPoint presentation for a speech given at the annual meeting of the *Society of Automotive Engineers*
- Designer for **Best Corporate Newsletter** as chosen by the *Lookout Chapter* of the *Public Relations Society of America*
- Developed an interactive media: **A Paperless Look At U.S. Xpress** residing in the permanent collection of the *Smithsonian Institute*