

# SCOTT BRUAW

---

## GOAL

My goal is to find employment in a creative capacity related to instructional design with an organization that is pursuing the use of technology in education.

## GRAPHICS SKILLS

print design and production for ads, catalogs, packaging, books, manuals and sales collateral. web design and layout. javascript. electronic image retouching and editing. flexo prepress. technical and freehand illustration. prepress and trapping. file troubleshooting.

## COMPUTER SKILLS

Illustrator, Photoshop, QuarkXPress, Dreamweaver, Fontographer, ImageReady, FileMaker Pro, Mac ServerIP, Retrospect, PowerPoint, HTML and Javascript hard coding. Mac networking.

## EDUCATION

### Bachelor of Arts, Zoology

UC, Santa Barbara (June 1991)

### instructional design courses

Arizona State University (Jan 2004- )

## WORK EXPERIENCE

### MASTERGRAPHICS [PHOENIX, AZ]

#### Pre-press (6/03- )

Duties: Create artwork and perform prepress trapping and distortion for flexographic printing. Trap spot and process color artwork. Film output and imagesetter maintenance for Agfa Avantra. Achievements: Developed and scripted FileMaker Pro invoicing system.

### GREATSCOTT.COM [TEMPE, AZ]

#### Instructional Designer/Webmaster (6/98- )

Duties: Write and illustrate on-line lessons. Create Acrobat files and fonts files for downloads. Create interactive lessons with JavaScript and HTML. Create pen & ink illustrations. Implement e-commerce. Achievements: Built website into online resource serving more than 20,000 visitors/month. Developed marketable instructional materials that have produced steady sales and fund new growth.

### VARIOUS CLIENTS [PHOENIX, AZ]

#### Freelance Graphic Designer (11/01-5/03)

Duties: Design and production for companies and brands including PING and PETSMART. On-site production support for ad agencies and in-house creative departments. Web image processing and image database maintenance.

### ROCKFORD FOSGATE [TEMPE, AZ]

#### Graphic Designer (8/00-11/01)

Duties: Design of ads, catalogs, brochures, packaging, trade show graphics and point-of-purchase displays for car audio brands. Light copywriting for brochures and sales materials. Photoshoot direction and press checks. Administrated AppleShare IP server and Retrospect backup. Achievements: Created packaging for Rockford-Fosgate accessory and Install Edge brands. Coached overseas vendors to boost print quality. Developed process to reduce print costs by 60% for short run catalog printing.

### VARIOUS CLIENTS [PHOENIX, AZ]

#### Freelance Graphic Designer (4/98-8/00)

Duties: Design and production for companies and brands including AZ Diamondbacks, GMC, Rockford Fosgate, McGraw-Hill and IXOS. Ad agency production services. Created product manuals. Photo retouching and Photoshop image compositing. Technical illustration for textbooks. Pagination of K-6 math and science textbooks.

### ADVO, INC [PHOENIX, AZ]

#### Production Artist (10/96-4/98)

Duties: Layout and design for direct mail advertising. Scan and retouch images. Create logos and design elements. Achievements: Trained new employees with Quark, Photoshop and Illustrator.

### GTS GRAPHICS [LOS ANGELES, CA]

#### Textbook Illustrator (1/94-10/95)

Duties: Create technical illustrations for college math and science textbooks. Clip and retouch scanned artwork. Prepare cover mechanicals. Achievements: Establish project specs and styles for consistency.

More information and my online portfolio at [www.greatscott.com/graphics](http://www.greatscott.com/graphics)

---

PO BOX 7846 TEMPE, AZ 85281  
480.430.5626