

SCOTT DAVIS

SENIOR GRAPHIC DESIGNER

EDITORIAL | BRAND | MARKETING CAMPAIGNS | ART DIRECTION | UX/UI

Kitchener, ON

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PROFILE

Experienced and detail-oriented graphic designer with 20+ years in editorial, marketing, and brand design. Skilled at delivering pixel-perfect solutions that align with strategic goals, collaborating across teams to create impactful, visually compelling work. Proficient in InDesign, Photoshop, Illustrator, and Figma, with a commitment to continuous innovation and staying ahead of design trends.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

Futureproof Inc.

March 2022 - December 2025

Partnered with internal teams and external clients to develop and deliver high-impact design solutions for a fast-paced startup agency. Translated client goals into visually compelling assets across digital and print platforms, driving brand consistency, audience engagement, and measurable results, while adhering to campaign budgets and managing resources efficiently.

- Created digital assets for social media, email campaigns, DOOH ads, pitch decks, and sales materials (digital/print).
- Mapped user experience journeys to optimize design flow.
- Developed wireframes for desktop and mobile platforms.
- Led art direction, upheld quality standards, and ensured brand consistency.
- Wrote copy for email marketing and social media.
- Mentored and coached junior designers to enhance their skills.

Desktop Publishing Specialist / Senior Desktop Publishing Specialist

Chartered Professional Accountants of Canada (CPA Canada)

January 2008 - February 2022

Collaborated with internal clients, stakeholders, and cross-functional teams to design and produce print and digital publications, eLearning assets, multimedia content, and event collateral for Canada's national accounting body. Ensured brand consistency and supported strategic communication goals through engaging, audience-focused design across multiple platforms.

- Content design and development for a variety of modalities.
- Art direction, quality control, and brand management.
- Project needs analysis and timeline creation.
- Led a project team in the development and implementation of the end-to-end process workflow of the graphic design stream.
- Coaching, mentoring, and onboarding junior designers.
- Management and project coordination of external design contractors, agencies, and vendors.

Graphic Designer

Redwood Custom Communications – CAA Magazine

October 2005 – September 2007

Designed editorial layouts and developed fractional and full-page ads for the Canadian Automobile Association's national member magazine. Coordinated with external vendors and internal teams to manage the review and approval process, ensuring on-brand, high-quality content was delivered on time.

- Designed editorial pages and advertisements, ensuring brand consistency and publication standards.
- Directed illustrators, photographers, and contractors to produce original content.
- Prepared editorial and marketing proofs for departmental review, ensuring smooth approval workflows.
- Managed production timelines to meet publication deadlines.

Graphic Designer / Assistant Production Manager

Town Crier Media Inc.

March 1998 – September 2005

Led the creation of nine monthly community newspapers and quarterly publications, overseeing editorial layouts, ad designs, and production workflows. Collaborated with editorial, design, and advertising teams to deliver high-quality, print-ready materials on time, aligning with creative and business goals.

- Designed and laid out editorial and classified pages, ensuring visual consistency and alignment with publication standards.
- Created and developed fractional and full-page advertisements, tailoring designs to client specifications and publication requirements.
- Monitored and optimized production workflows to improve efficiency, ensuring all deadlines were met.
- Conducted prepress preparation and file proofing, ensuring accuracy and print readiness of all materials prior to production.

EDUCATION

Durham College

Graphic Design Program

1994 – 1998

DESIGN SPECIALITIES

Editorial Design • Marketing Campaigns • Publication Design • Brand Systems & Visual Identity
UX/UI & Wireframing • Typography & Layout • Creative Production • Print Production & Prepress

TOOLS

Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Figma • Canva • Adobe After Effects • Adobe Premier Pro • Microsoft PowerPoint • Microsoft Word • Microsoft Excel • SharePoint • CommonLook

PORTFOLIO

www.scottdavisdesign.ca