





SCOTT DAVIS

GRAPHIC DESIGNER

CONTACT

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SKILLS

Technical Skills

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Figma
- Adobe After Effects
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- SharePoint
- CommonLook

Design Skills

- Corporate Design
- Editorial Design
- Layout
- Typography
- Creative Direction
- Spatial Relations
- UX and UI Design

Soft Skills

- Brand Management
- Communication
- Collaboration
- Empathy
- Problem-Solving
- Accessibility/AODA

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.

WORK EXPERIENCE

Senior Graphic Designer

Futureproof Inc.

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.

- 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.

Senior Graphic Designer

Chartered Professional Accountants of Canada (CPA Canada)

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.

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GRAPHIC DESIGNER

EDUCATION

Durham College

Graphic Design Program

CERTIFICATIONS

Foundations of User Experience
(UX) Design

Start the UX Design Process:
Empathize, Define, and Ideate

Build Wireframes and
Low-Fidelity Prototypes

Making the Transition to
Supervising and Managing Others

Management Skills for New
Supervisors and Managers

7 Habits of Highly Effective
People

WORK EXPERIENCE CONTINUED

Graphic Designer

Redwood Custom Communications - CAA Magazine

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.

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.

SELECTED PROJECTS

Process Workflow

CPA Canada

Developed an end-to-end production workflow for the design and delivery of creative assets for the Chartered Professional Accountants of Canada. Partnered with key stakeholders to identify pain points, improve efficiency, and streamline review processes—enhancing transparency and reducing revision cycles across projects.

Omni-channel Marketing Campaign

Futureproof inc.

Developed an omni-channel marketing campaign featuring Meta and Google Ads, driving traffic to a set of PPC landing pages. Designed the UI and UX for the landing pages to ensure a seamless user experience optimized for engagement and conversions. Collaborated with marketing and analytics teams to align design with campaign goals.