

# SCOTT DAVIS

## SENIOR GRAPHIC DESIGNER

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

Kitchener, ON

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## PROFILE

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Senior Graphic Designer with 20+ years of experience creating editorial, marketing, and brand design across print and digital platforms. Skilled at translating complex content into clear, engaging visual communication while collaborating with marketing, editorial, and product teams.

## DESIGN SPECIALITIES

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

## PROFESSIONAL EXPERIENCE

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### Senior Graphic Designer

Futureproof Inc.

Led visual design across marketing and digital initiatives, translating brand strategy into cross-channel campaigns and user-focused digital experiences.

- Designed visual assets across web, print, email, and social
- Developed UX/UI wireframes aligned with brand guidelines
- Collaborated with marketing and product teams
- Mentored designers and improved creative workflows

### Senior Desktop Publishing Specialist

Chartered Professional Accountants of Canada (CPA Canada)

Delivered multi-channel design solutions supporting national communications and educational programs.

- Designed print, digital, and eLearning materials
- Translated complex financial information into accessible layouts
- Managed vendor production and project timelines
- Maintained accessibility and brand standards

### Graphic Designer

Redwood Custom Communications – CAA Magazine

Produced editorial and advertising design for a national membership publication.

- Designed editorial layouts and advertising pages
- Art directed photographers and illustrators
- Coordinated proofing and print production

### Graphic Designer / Assistant Production Manager

Town Crier Media Inc.

Oversaw production of nine monthly newspapers and quarterly publications, managing editorial layouts, ad designs, and end-to-end workflows. Collaborated with editorial, design, and advertising teams to deliver on-brand, print-ready materials on schedule. Designed editorial and classified pages, as well as full- and fractional-page ads, ensuring consistency and compliance with publication standards. Managed timelines, optimized workflows, and conducted prepress proofing to ensure accuracy and print readiness.

## TOOLS

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

## PORTFOLIO

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[www.scottdavisdesign.ca](http://www.scottdavisdesign.ca)