

**Scott McNair**  
**416.554.9366**



**Graphic Web Designer**  
Print | Web | Multi-media | Marketing  
eCommerce | Badstone Music

**PORTFOLIO**  
[meridiancounty.com](http://meridiancounty.com)

[Scott McNair on LinkedIn](#)

[Scott McNair on YouTube](#)

[Scott McNair on ReverbNation](#)

### EDUCATION

(Three Year) Graphic Design Diploma  
Sheridan College, Oakville, ON. 1989  
Intro to Flash, XHTML & HTML Authoring  
Sheridan College, Oakville, ON. 2004-2005

### SKILLS

**Software**

Adobe Creative Suite (Big Three) | Adobe Premiere  
Adobe Rush | Affinity Designer-Photo-Publisher  
DaVinci Resolve

### Core

Brand Identity  
Digital and Print Design/Production  
Digital Illustration  
Project Management/Coordination  
Publication Design  
Web Design  
Research and Analytics  
eCommerce  
Social Media Management  
Client Management  
Motion Graphics and Animations  
Music Composition and Engineering  
Video Composition  
Time Management  
Trade Show Build and Design

### Attributes

Focused | Creative | Pro-active  
Flexible | Innovative | Problem Solving

### INITIATIVE AND VOLUNTEERING

Created a pendant/keychain service,  
through social media channels

Created a sublimated textile design service,  
through social channels

Peel Charity Slo-Pitch League as an executive in charge  
of web and league side maintenance (2015-2016)  
- raised \$17,000 for Cardiac Kids & Sick Kids Hospital

Served on HCC#28 Condo Board of Directors,  
as Vice-President for two consecutive 3 year terms

### SUMMARY

Highly creative Graphic Designer with extensive experience in print and web design, branding and multimedia; combining exceptional collaborative and interpersonal skills; dynamic well-developed written and verbal communications. Well-versed in client and vendor relations. Accustomed to deadline-driven environments. Passionate and inventive, a self-starter who is accustomed to performing well in deadline-driven environments. From freelance design to studio production art; from concept to completion, accurate and on time.

I have experience in display/trade show booth builds · show management/customer relations · machine shop experience (piece work) · retail sales · warehousing · shipping and receiving · general labourer · hospitality · landscaping · client relations · large format design and production · past certification on electric and propane counterbalance and some knowledge of Raymond Lift · flexible, adaptable, highly organized · management experience · creative thinking · strong marketing and social channel development knowledge

### EXPERIENCE

#### Graphic/Web Designer, eCommerce Architect, Marketing, and Online Management Raised Edge Incorporated. Aurora, ON. [raisededge.com](http://raisededge.com) 2015-Present

- All internal design requirements - stationery to sales tools; online forms, all social media/channel management
- Scripted and produced online and in-house promotional videos, email & channel campaigns, social media management
- All client artwork produced for required decoration treatments
- Email and channel campaigns, and social media management
- Creation and management of NRG Active Apparel online store/substores, all measurement/analytics for [nrgactiveapparel.com](http://nrgactiveapparel.com), with first year passive sales of over \$132K CDN

**Valued Clients:** Toronto FC, Toronto Marlies, Golf Canada, Toronto Rock, Hockey Canada, Jackson Events.

#### Graphic/Web Designer, eCommerce Architect, Marketing, and Online Management Whitman Manufacturing Corp./EMICO. Milton, ON. 2012-2015

- Design/build/maintenance of WHITMAN branding, website; set up/management of ecommerce, trade shows (SEMA 2012)
- Design/build/maintenance of EMICO branding, website; set up/management of ecommerce, trade shows (AAPEX 2014)
- Set up/management of eBay account (over \$8K in passive online sales, July 2013 to December 2013)
- Sourcing of booth hardware for SEMA 2012; creation of all graphics, show publication articles/sell sheets, creation of show video
- Design of inter-company newsletter, all packaging design; design of all copy and advertisement design work, and all sales tools
- All design/materials/travel preparation for Oliver Racing Parts PRI Indianapolis 2014 trade show booth
- Oliver Racing Parts ([oliverracingparts.com](http://oliverracingparts.com)) website/social media updates/management
- All email campaigns, advertisements/tear sheets, catalogue data-basing, Evokat input/management for all EMICO parts

**Responsibilities:** Web, social, print, email campaigns. Member-EMICO Health & Safety Committee, 2014-15.

#### Graphic Designer, Production Artist, Freelance Designer Central Reproductions Ltd. Mississauga, ON. 1997-2011

- Championed Esso account to positive reviews
- Led all design staff in billable hours while full time
- Design of client publications, signage, posters through to production (film & plate)
- Gained exposure in pre-press technologies and large environment processes
- Assisted on Loblaw and Price Waterhouse storefront builds successfully

**Valued Clients:** Imperial Oil, SAP Canada, Playdium, CERC, Bombardier and Porsche.s

**Responsibilities:** All client design requirements; trapping, pre-flight; film and plate production including. Customer liaison on project basis. Efficient design/production solutions led to night shift supervisory position.

#### Freelance Designer - 1990-Present

- Custom sublimated jersey, hoody, mask, towel, and tie designs. 2012-present
- Custom keychain design and production. 2010-2016
- Alliance Corporation. Trade show graphic panels & video, illustrations, web assets, brochure templates & mastheads, product logos. 2010-2012
- Modern Concept Incorporated. Full collateral and web home page design. 1993
- A.S.F. Gymnastics Club. Calendar designs. 2003, 2005
- Fox and Fiddle Pub (Toronto). Flyer design
- Mountainview (Brampton) Bell Mobility. Flyer design
- Integrated Network Systems. Mousepad & poster design
- LoveGlobe Dating Services. Logo design and initial web page layouts. 1996-1997
- Brandon Gate Dental Office. Design/production of Mission statement poster. 1990
- AquaJava Cafe. Logo design all aspects for cafe/exotic fish shop. 1989
- Marconi's Pizza. Logo design/stationery for 25 year-old pizza parlour. 1994-1995
- Tarnished Gallahad. CD/tape sleeve design. 1988
- Shipmates Packaging and Shipping Limited. Stationery design. 1990
- Cinepix/Cinema City Video Distributions. Exhibition booth design. 1988
- Beaumara Incorporated. Design/production of stationery. 1989
- Various projects for The Pentcom Group. 2003-2019
- Southern Ontario Medical Rehabilitation & Aquatic Centre. Flyer designs. 2014
- Peel Charity Slo-Pitch League, with Cardiac Kids. Flyer/web design. 2014-2015
- Aardies.com. Logo design, Blister pack design, POP Tent design, web design, eCommerce build. 2024

**Web Designs:** [k2mcs.com](http://k2mcs.com), [cisonthemove.com](http://cisonthemove.com), [sherwaycollision.com](http://sherwaycollision.com), [eyedesignsignz.com](http://eyedesignsignz.com), [emicocatalytic.com](http://emicocatalytic.com), [chrishazard.ca](http://chrishazard.ca), [greenwithenvyproductions.ca](http://greenwithenvyproductions.ca), [pcspl.ca](http://pcspl.ca), [meridiancounty.com](http://meridiancounty.com), [raisededge.com](http://raisededge.com), [nrgactiveapparel.com](http://nrgactiveapparel.com), [aardies.com](http://aardies.com)