

Hello, my name is **Scott Weisgerber** and I'm creative. I'm a **graphic designer, photographer & letterpress printer**. I'm also **business minded, can see the whole picture & lead a team**. **Want to learn more?**

## Overview

For over 13 years I have been providing new and innovative creative solutions while not deviating from budget. Over that time I have worked for a wide range of complex industries including healthcare, real estate, sports, giftware, publishing, & manufacturing.

## Technologies

I have strong skills in all professional level applications including the current versions of Adobe Illustrator, Photoshop, InDesign, DreamWeaver, QuarkXPress, on both Mac and PC platforms.

## Design

**As I'm sure you can imagine, after spending 13 years in the industry, I've learned how to do a few things. In no particular order, below are just a few of my skills.**

- Create unique designs, layout and photography for product packaging, event collateral, special events and internal newsletters.
- Prepare materials for web and online presentation.
- Oversee commercial printing of sales materials, internal sales newsletters and product catalogs.
- Generate one-of-a-kind designs for silk-screening, embroidery and thermal printing.
- Interface between client and commercial printer, assisting in selecting appropriate materials, colors and designs to meet deadlines and print budget.
- Work with product development team to create product packaging that speaks to its target audience.
- Develop cutting edge product designs and book layouts under spec with international licensors.
- Develop and see from concept to production product catalogs, ranging in size from 52 pages to over 175 pages.
- Coordinate and execute both studio and on location photo shoots.

## Management & Events

**In addition to my creative knowledge, I have also picked up quite a bit of experience managing a team, as well as organizing and executing events.**

- Organize all aspects of 25 annual trade shows and events.
- Work interdepartmentally and coordinate detailed projects.
- Set up & maintain quarterly marketing & design budgets.
- Work with shippers & exhibit services to ensure smooth trade shows & events.
- Work with sales staff in creating unique events & parties for clients.
- Hiring and managing design team staff.

## Experience

**So where did I do all of this? Along with picking up freelance projects, I've worked at three national and international companies.**

- Sun Healthcare - Events & Creative Consultant, 2010 - Present
- Hallmark Rehabilitation - Director of Creative Design, 2006 - Present
- Joan Baker Designs - Graphic Designer, 2005 - 2006
- Innovage, Inc. - Senior Designer / Art Director, 1998 - 2005

## Affiliations & Education

- Saddleback and Irvine Valley Colleges - graphic design and photography.
- Member in good standing of AIGA - currently serve on the Orange County chapter board as VP - Programming.
- Speaking - Develop and deliver presentations to national Sales & Marketing Groups - topics included trade show management, event branding & exhibit logistics.
- Member of Saddleback College Design Department Curriculum Advisory Committee.
- Certified Trade Show Manager Candidate, NIU - trade show management, event coordination and design.

Where's the degree you ask? Well, I could fib & claim that I have a BA in design; however, my integrity prevents me from doing so. The truth is my vast practical experience provides me with as much or more then the equivalent of any degree.

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