



SCOTT ABTS

nxnwdesign@gmail.com
www.nxnwgraphicdesign.com

QUALIFICATIONS

Fourteen years of successful graphic design experience with responsibility for print design and project management, original function-driven graphic arts, advertising campaign design and execution, direct mail campaign design planning and execution of monthly and daily periodicals and supervision of design staff.

Highly proficient at print design, pre-press, separation, print management, and current style trends to create marketing collateral and advertisements that promote growth and increase client recognition.

Known as an energetic, resourceful and meticulous designer who combines natural ability to visualize with advanced technical skills to create compelling team and individual communication vehicles.

AREAS OF EXPERIENCE

Offset and Digital Printing	Print Production Management
Marketing Flier and Brochure Design	Multi-Page Design (magazine, newsletter & programs)
Design Conception	Web Design
Art Direction	Media/Public Relations
Advertisement Design	Large Format Design and Printing
Direct Mail Collateral Design	HTML/CSS
Digital Video Production	Cinematography/Photography
Video/Audio Editing	DVD Authoring
Location Scouting/Management	Motion Graphics
Design Team Leadership	Chart and Graph Design
Promotional Product Design	Logo Design

EDUCATION AND TRAINING

BFA Multimedia Design, Cum Laude Honors, University of Oregon (2004)
Deans List: Winter 2002, Winter 2003, Fall 2003, Winter 2004, Spring 2004
Multimedia Extended Studies Program, Portland State University (1999)
Desktop Publishing Program, with honors, Oregon Polytechnic Institute, Portland, OR (1996)

COMPUTER SKILLS:

Page layout: InDesign CS3 • Quark Xpress 5
Image manipulation: Photoshop CS3 *Vector drawing:* Illustrator CS3 • Freehand 10
Digital file compression: Acrobat 8 Professional
Web creation/multimedia: DreamWeaver CS3 • Flash CS3 • FireWorks MX • Director MX
Digital video editing: AVID DV 4 • Adobe Premier 6.5 • FinalCut 3.5
Digital audio editing: Adobe Audition *DVD Authoring:* ULead DVD • Roxio DVD
Microsoft Office: Word 07 • Excel 07 • PowerPoint 07 • Publisher 07
Operating systems: Mac O/S 9/X • Windows 98/2000/XP/Vista



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DESIGN EXPERIENCE

GRAPHIC, WEB DESIGN & MARKETING, COLUMBIA RIVER BANK, THE DALLES, OR (2005 - 2010)

Designing, creating and executing a \$91,000 bank-wide ad campaign using radio, newspaper and direct mail resulting in 695 new personal checking accounts, 1,304 new personal non-checking accounts, and 222 new business accounts generating over \$6 million in new deposits. Creating, designing and layout of all corporate-wide publications including brochures, booklets, in-branch display media in both print and motion graphics as well as maintaining intranet and internet sites. Additional responsibilities include creating single advertisements for individual branches, creating and designing complete ad campaigns, guiding corporate consistency throughout 21 branches of a 1-billion dollar bank and photography for many advertisements and portraits of staff. Management of direct mail campaign literature designs. Creating merchandising collateral including logo apparel, labels, luggage and watches. Also creation of graphic design collateral as needed for practically anything required by any bank team member.

NxNW GRAPHIC DESIGN, INDEPENDENT CONTRACT (1995 - PRESENT)

Providing professional graphic guidance to clients in projects that include designing and printing of posters, event programs, newsletters, event calendars, designing web sites, authoring DVDs, constructing DVD slip sheets, designing print advertisements and professional photography. Clients include Hood River Saturday Market, Alfa Romeo Club of Oregon, NW Classic Rally, Full Sail Brewing and Hood River Lions.

GRAPHIC DESIGNER, UO CAREER CENTER, EUGENE, OR (2003 - 2004)

Creating marketing materials for all departments including posters, brochures, fliers, and books, building advertisements for newspaper publication, planning and execution of large format advertising displays, surveying organizations for a new Employer's web site and constructing new site utilizing Macromedia Flash and Dreamweaver, planning and designing graphics for print and web as needed.

SENIOR GRAPHIC DESIGNER, OREGON DAILY EMERALD, EUGENE, OR (2001 - 2003)

Designing and layout of daily publication as part of a team, building informational graphics to support news stories, supervising graphic staff, proofing of publication; conceptualizing and executing special sections for publication; Winner, 2nd place, 2003 Best Graphic, Oregon Newspaper Publishers Association; Winner, honorable mention, 2003 Best Graphic, Oregon Newspaper Publishers Association.

ART DIRECTOR, SPORTS CAR MARKET MAGAZINE, PORTLAND, OR (1998 - 2001)

Creating, designing and layout of monthly publication, scanning and correcting over 150 photos each month, creating additional vector graphics as needed, managing visual style, designing advertisements for clients and publication, managing projects by working with advertising agencies, print facility and mailing house, proofing of publication; managing publication website by creating HTML pages with original graphics; extending publication client base by signing new advertisers with \$100,000 of new revenue in twenty months; fashioning and composing additional merchandising materials for publication's seminars and events.



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ADDITIONAL PROJECTS

“FREE PLAYS IN THE PARK”, CHILDREN’S PLAYS (SUMMER 2009)

Producer and Technical Director for two short plays performed outdoors through Encore Performing Arts. Supervising two play directors, obtaining site permits, scheduling and planning of rehearsal days & locations. Design and construction of scenery and props. Sales of sponsorships to provide the plays free to the community; Art Direction, design, and production of all printed materials; Managing marketing of production through newspaper, and broadcast radio. Also performed as “Prince Charming” in *Cinderella Goes Disco*.

“GREASE”, STAGE MUSICAL (FALL 2007)

Technical Director for musical production produced by Encore Performing Arts of The Dalles. Stage design including physical and artistic design, construction of scenery pieces, supervision of riser stage & thrust construction, and lighting design. Supervision and direction of lighting crew, stage hands & crew and additional technical aspects of the production. Design and production of all print materials (posters, programs, advertisements, etc.), radio advertising and management of all press releases and promotional matters. Also performed as “Teen Angel” in *Grease*.

“FREE PLAYS IN THE PARK”, CHILDREN’S PLAYS (SUMMER 2007)

Producer and Technical Director for two short plays performed outdoors through Encore Performing Arts. Supervising and directing two new directors, obtaining site permits, scheduling and planning of rehearsal days & locations. Design and construction of scenery and props. Sales of sponsorships to provide the plays free to the community; Art Direction, design, and production of all printed materials; Managing marketing of production through newspaper, and broadcast radio.

“CRYSTAL FALLS”, VIDEO SHORT (2006)

Writing, producing, directing and editing a 10-minute digital movie for educational public display and competition. Responsibilities of the project included interviewing and auditioning actors, writing original story, supervising script, managing production staff, scouting location, obtaining site permits, scheduling and planning shooting days, operating cameras, costuming, procuring appropriate equipment, designing special effects; Art Directing all print materials; Managing marketing of film through newspaper, and broadcast radio. Production was funded by the Wasco County Prevention Coalition in partnership with Encore Performing Arts.

“BEAUTIFUL THINGS”, BFA TERMINAL PROJECT (2003 - 2004)

Producing, directing and editing a 26-minute digital movie for public display and competition. Responsibilities of the project were interviewing and test screening actors, writing original story, supervising script, managing staff, scouting location, obtaining site permits, scheduling and planning shooting days, operating cameras, costuming, procuring appropriate equipment, designing special effects, Art Directing all print materials, creating and maintaining original promotional website. Managing marketing of film through newspaper, direct mail and broadcast radio.

EDUCATIONAL PROJECTS (2002 - 2004)

Designing interactive multimedia projects utilizing Macromedia Director, directing and editing multiple video shorts utilizing non-linear digital editing software, conception and execution of original large format art prints, building motion graphic examples utilizing Macromedia Flash.