

H. SCOTT FINLAYSON

Senior Visual Designer

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SUMMARY:

Senior Visual Designer with over fifteen years experience delivering user-centered software applications, web, and print design solutions to a wide range of industry verticals including financial services, e-commerce, and travel.

Keen eye to detail and technical knowledge of a wide range of applications and processes, particularly user interface design, branding, graphic/print design, 3D modeling & design, and information architecture.

EXPERIENCE:

5/2007 – 11/2009

Zone Labs, Inc. - Danvers, MA

Senior Art Director

Responsible for management of all creative endeavors tied to the Zone™ brand. Reported directly to the CEO.

- Made significant IA/UE enhancements to the online shopping and checkout process which increased the closure rate in excess of 24%.
- Executed successful marketing campaigns utilizing external banner advertisements or print, dedicated campaign landing pages and internal site-wide cross promotions that led to fairly high conversion rates.
- Utilized Flash and broadcast video to create interactive rich media content.
- Created company's first brand style guide and specifications.
- Designed & produced various print collateral including newsletters, brochures, catalogs and mailers.
- Organized and categorized all existing assets.
- Created product imagery including 3D-modeling/rendering for virtual photo-shoots.
- Created external marketing materials such as trade show booth graphics, large-scale banners, signage and supporting print.
- Oversaw package and label design.

10/2005 – 5/2007

Bose Corporation - Stow, MA (contracted through Randstad Staffing)

Senior Visual Designer for Online Commerce Group

Worked closely with various business units within Bose to execute merchandising and marketing goals using online media. These projects translated to banner advertisements, email campaigns, page development within Bose.com, other affiliate sites or entire micro-sites. Worked closely with Corporate Communications to maintain consistency through all forms of media. Primary tasks were the conceptualization and execution of creative and interactivity for all the various projects assigned.

5/2001 – 10/2005

Freelance Consultant - Wakefield, MA / N. Andover, MA

Senior Visual Designer / UI Design, Print, Audio & Video

- Helped refine Clear Channel's "Instant Live" brand of products including package design for: The Allman Brothers, KISS, Peter Frampton, Jewel, Soul Live and numerous other artists.
- Other design Clients included: Allen & Gerritsen Advertising, Jeffrey Korn Creative, Harvard University, State Street Bank, City Sports, Superdups, New England Compact Disc, NuWave Technologies, NSACA, Bedrock Barn Productions, PayTronix Corporation, and Performance Music Center.

8/1999 – 4/2001

Event Zero - Watertown, MA

Creative Director / Senior Visual Designer

- Grew the Creative department: Interviewed, hired, mentored and directed new talent.
- Creative Management: Managed creative teams, schedules and budgets for each assigned project
- Visual Design: Maintained a strong hands-on role in visual design production.
- Internal Best Practices & Process: Helped define the creative process and how it related to project management and estimation of cost.
- Managed Information Architecture, Use-case Scenarios, Wireframe generation, User Interaction Maps as well as focus group testing.

5/1999 - 7/1999

Rock.Com - Cambridge, MA

Senior Visual Designer

- Coordinated entire redesign of Rock.com, an online music distributor differentiated by the “experience” of the music through unique content creation and superior UI to the other major players such as CD-Now or Amazon.com.
- Managed the internal design team and directed the efforts of an external interactive firm.

8/1998 - 5/1999

Freelance Consultant - Woburn, MA

Visual Designer

- Performed various roles as a freelance consultant ranging from production design to consulting with companies on how to re-structure their design department(s) and workflow to accommodate new media and Internet based projects.
- High-level visual design for financial Internet and intranet applications in addition to Director™ presentations and/or 3D illustrations and animations.

5/1996 - 8/1998

Agency.com – (formerly Interactive solutions) Boston, MA

Design Manager

- Responsible for producing visual designs, creative team management and project management for all assigned projects.
- Responsible for creating brands, rich media and websites for Fortune 100 clients.

Production Designer

- Strong utilization of HTML and Lingo development.
- Visual design production

3/1994 - 5/1996

Freelance Consultant - Woburn, MA

Visual Designer

- Print design, logo creation, website creation and interactive Director™ presentations for clients.

SKILLS:

Photoshop / Fireworks Expert / Intermediate
Illustrator / Freehand Expert / Intermediate
InDesign / Quark Intermediate / Intermediate
Director / Lingo Intermediate
3D modeling / animation Expert
HTML / Dreamweaver Intermediate
After Effects Intermediate
Apple Final Cut Pro HD Certified (Master Class)*
Apple DVD Studio Pro Certified*
Apple Motion Certified*
Apple Logic Pro Certified*

NOTE: Any skills/tools noted as Expert indicates a thorough knowledge of the skill/tool at the expert or “Instructional” level. Any skills/tools noted as Intermediate indicate a solid understanding and strong experience of the skill/tool.

*Certification from Future Media Concepts of Cambridge, MA.