

SCOTT CAVENDER

Graphic Designer | UX | Brand Manager

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Austin, Texas

SUMMARY

Seasoned graphic designer boasting over twenty years of experience collaborating with a diverse clientele across various mediums, including web, print, and various multimedia platforms.

EXPERIENCE

Senior Designer | Brand Manager

Rental Beast

10/2021 - Present Remote

- Collaborate with the marketing team to execute comprehensive graphic design strategies across web, print, and social media platforms.
- Manage end-to-end execution of all design initiatives, guiding projects from inception to fruition.
- Reimagined the company website entirely, in addition to incorporating a new blog featuring a CMS collection of 100+ blog posts.
- Revitalized the user experience (UX) for Rental Beast's payment and subscription page using Figma and provided design support during the development phase.
- Execute a major role in spearheading the creative direction of Rental Beast's brand standards and online style guide, ensuring all products are within brand guidelines.
- Create print banners and collateral for various conventions nationwide, ensuring cohesive branding and impactful, pixel-perfect visual communication.
- Led design of an intuitive online help center powered by a CMS (Content Management System), catering to the needs and questions of multiple MLSs partnered with Rental Beast.

Graphic Designer

COLSA

10/2019 - 03/2021 Austin, Texas

- Serve as Graphic Designer for the United States Army Futures Command (AFC) Directorate of Systems Integration (DSI).
- Utilized mission engineering and design principles to integrate the data gathered from stakeholder organizations into three-dimensional (3D) graphics in support of concept, planning, and execution product development cycles.
- Developed high level operational concept graphics to describe missions, high-level operations, organizations, and geographical distribution of assets while framing the overall operational concept and highlighting interactions to the environment and external systems.
- Maintained relationships with multiple CFTs (Cross Functional Teams) including Air Missile Defense (AMD) & Long Range Precision Fires (LRPF) to sustain Army branding and high-level graphic support.
- Worked under a 3 Star General and alongside multiple colonels and majors to complete mission objectives.

Founder

9 Gears Media

04/2013 - 09/2019 Austin, Texas

- Led all creative and design offerings for clients in all fields of graphic design, including: Web Design, Print, Package Design, UX Design, Branding, and Illustration.
- Conducted client consultations to establish project scope, deliverables, timelines, and budgetary parameters, ensuring alignment and agreement on all design objectives.
- Oversee and cultivate the social media presence of diverse client portfolios, maintaining brand consistency and fostering engagement through strategic graphic design interventions.
- Worked closely with clients throughout the entire design process, from pre-production conceptualization to the delivery of final design assets, ensuring client satisfaction and project success.

SKILLS

Adobe Photoshop

Figma

Adobe Illustrator

Brand Strategy

Webflow

User Experience

Cross-Functional Collaboration

DoD Secret Clearance

Illustration

Adobe Indesign

Typography

UX/UI

Powerpoint

CSS

Marketo

Print

Strategic Planning

Budgets

E-commerce

Social Media Marketing

Keynote

Responsive Web Design

Photography

CERTIFICATION

Brand Strategy for Designers

Focused on mastering and applying techniques to support and implement a brand strategy.

Interaction Design: Interface

Teaching the ability to enable the user to achieve their objective in the best way possible through UX Design.

SEO for Social Media

Optimizing social media profile posts to be more effective in search results.

PASSIONS



Illustration

I deeply enjoy the process of illustrating. It is meditative and a wonderful way to escape reality every once in a while.



Tech

I enjoy geeking out on technology. Whether it's marvelling at something new or playing the latest game.



My Kids

They are a great reason to get up in the morning and continually remind me that life is beautiful.

EXPERIENCE

Designer

Host U Online

📅 01/2002 - 03/2012 📍 Austin, Texas

- Managed UX across all client web sites globally and led multiple projects simultaneously in different stages of development.
- Worked with engineering to ensure projects were completed on schedule and under budget.
- Prioritized short and long term program resources across customers, constantly re-prioritizing deliverables based on varying needs.
- Facilitated discovery, to understand business and technical needs, while overseeing client programs to ensure success across multiple stakeholders.

Co-owner and Graphic Designer

Altitude Digital

📅 06/2005 - 04/2011 📍 Austin, Texas

- Exercised primary responsibility in print design for all DVD productions, ensuring compelling visual narratives and brand coherence.
- Created two distinct DVD packaging designs that clinched the prestigious title of Best Instructional Drumming DVD of the year.
- Managed client relationships with global stars such as Steve Smith (Journey), Todd Sucherman (Styx) and Jimmy Chamberlin (The Smashing Pumpkins).
- Contributed expertise in video and camera operations for live productions spanning North America.

Graphic Designer

Southeastern Computer Consultants

📅 08/2000 - 01/2002 📍 Location

- Collaborated with U.S. Navy to create courseware for wartime sailors with the knowledge to launch and track the Tomahawk Cruise Missile from sea-based vessels.
- Created graphics and digital drawings of ships, computer systems, maps, technical equipment and missiles for digital courseware.
- Managed, maintained and organized thousands of graphic files

EDUCATION

Communication Design

University of North Texas

📅 09/1995 - 06/2000 📍 Denton, Texas