



## Career Objective

Design professional with 10 years experience in the development, growth, and support of commercial enterprise providing creative leadership, consulting, project management and hands-on web design, website development and print design services.

Seeking to obtain a position in the creative industry - graphic arts, interactive design, and/or broadcast production. Utilize my extensive experience with web design, website development, and print design services.

## Professional Experience

SP&WC LLC; Print Design, Web Design, Consulting, & Development;

**Senior Designer / Owner** (2007-present)

- Responsibilities include web design, web development, graphic design, and consulting services.
- Developed marketing, advertising, and business consulting for industries such as information technology, food/beverage, hospitality, e-book publishing, and real estate firms.
- Designed and developed websites for The Vegetable Merchant, Barnes eBooks, Strategic Commercial Real Estate, Chicago Dog and Deli, and Barnard Street Bed & Breakfast.
- Created viral video campaign for eMarketSouth and mail marketing campaign for PST.
- Developed eCommerce site for Publisher.

Downtown Athletic Club; **Guest Services / Operations Manager** (2001-2006)

- Managed the day-to-day operations of the facility. Increased memberships by 50%.
- Managed accounts payable, maintained guest relations, quality maintenance of the facility, and provided superior customer service.

Savannah College of Art & Design; **Computer Services** (2003-2004)

- **Macintosh Specialist I** - Supported field office Mac computers, handled live and remote applications, networked MACs, and maintained computer systems.
- **Help Desk Representative** - Provided computer assistance for SCAD facility and staff. Supported internal networks, internet services, and serviced both MAC and PCs. Promoted to Mac Specialist within six months.

Freelance Designer; **Print Consultant** (2000-2006)

- Provided business consulting and design services for local businesses.
- Created brand identity for The Pink Pig restaurant, developed product packaging, and increased market presence and increased sales.
- Designed marketing material for campground advertisement.
- Designed logo for use on apparel for automobile organization.

Chatham County Aquatic Center; **Lifeguard** (1998-1999)

- Supervised patrons and maintained pool operations. Certified lifeguard with American Red Cross and Ellis & Associates.

Fairfax County Park Authority; **Lifeguard / Water Safety Instructor** (1996-1997)

- Managed lifeguard staff and pool facility. Instructed swimming lessons. American Red Cross Certified Lifeguard and Water Safety Instructor.

Prince William County Park Authority; **Water Safety Instructor** (1995-1996)

- Instructed adults and young adult swimmers. American Red Cross Certified Water Safety Instructor.

Century Pool Management; **Lifeguard / Operator** (1994-1995)

- Managed and operated several pools in the Washington D.C. area. American Red Cross Certified lifeguard.

## Industry & Application Proficiencies

- *Hardware Platforms* - Mac & PC Systems, Components, OS, LAN
- *Printing / Presswork* - Traditional Press Production & Digital Print Methods
- *Video Digital / CGI / Photography* - Production Cycles, DV Cameras & Components, Green Screen, Lighting & Effects, Image Manipulation, Digital & 35mm Photography
- *Sound* - Sound Editing, Recording Methods & Techniques
- *Web* - Information Architecture, HTML, & CSS

Adobe Creative Suite: Adobe Photoshop - 🍏🍏🍏, Dreamweaver - 🍏🍏🍏🍏, Fireworks - 🍏🍏, Illustrator - 🍏🍏🍏🍏, InDesign - 🍏🍏🍏, Flash - 🍏🍏, Adobe Premiere - 🍏, After Effects - 🍏, and Final Cut Studio - 🍏. (Proficiency Rating 🍏 out of 5)



**Seth Scofield**  
Artist & Designer

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### **Education**

Savannah College of Art & Design - Savannah, GA  
M.A. School of Communication Arts - Graphic Design (2008)  
B.F.A. School of Communication Arts - Graphic Design (2003)  
≈ B.F.A. School of Film & Digital Media - Interactive Design  
≈ B.F.A. School of Film & Digital Media - Motion Graphics

Georgia Southern University - Statesboro, GA  
Continuing educational studies in graphic design (2004-2005)

Northern Virginia Community College - Annandale, VA  
Business curriculum (1996-1997)

### **Affiliations & Recognitions**

Member of AIGA, The Professional Association For Design.  
Door to Door Campaign Volunteer, 2009 Electoral Campaign.  
Design work featured in Southern Living Magazine: Favorites,  
Spring 2003 and Bar-B-Que: Our Ultimate Guide, 2003.  
Collegiate Political Campaign Manger for Candidate, Office of  
Secretary Of The Treasure: Graphic Design Student Association  
Film Extra - Forces of Natures, 1999 Dream Works Pictures.