

**Scott McNair**  
**416.554.9366**



**Graphic Web Designer**  
Print | Web | Multi-media | Marketing  
eCommerce | Badstone Music

**PORTFOLIOS**  
[meridiancounty.com](http://meridiancounty.com)

[Scott McNair on LinkedIn](#)

[Scott McNair on YouTube](#)

[Scott McNair on Reverbnation](#)

### EDUCATION

(Three Year) Graphic Design Diploma  
Sheridan College, Oakville, ON. 1989  
Intro to Flash, XHTML & HTML Authoring  
Sheridan College, Oakville, ON. 2004-2005

### SKILLS

#### Software

Adobe Creative Suite (Big Three)  
Adobe Premiere  
Adobe Rush  
Affinity Designer-Photo-Publisher  
DaVinci Resolve

#### Core

Brand Identity  
Digital and Print Design/Production  
Digital Illustration  
Project Management/Coordination  
Publication Design  
Web Design  
Research and Analytics  
eCommerce - Bigcommerce, Shopify  
Social Media Management  
Client Management  
Motion Graphics and Animations  
Music Composition and Engineering  
Video Composition  
Time Management  
Trade Show Build and Design

#### Attributes

Focused | Creative | Pro-active  
Flexible | Innovative | Problem Solving

### INITIATIVE AND VOLUNTEERING

Created a pendant/keychain service,  
through social media channels

Created a sublimated textile design service,  
through social channels

Peel Charity Slo-Pitch League as  
an executive in charge of web  
and league side maintenance (2015-2016)  
- raised \$17,000 for Cardiac Kids

Served on HCC#28  
Condo Board of Directors,  
as Vice-President for two consecutive  
3 year terms

### SUMMARY

Highly creative Graphic Designer with extensive experience in print and web design, branding and multimedia; combining exceptional collaborative and interpersonal skills; dynamic well-developed written and verbal communications. Well-versed in client and vendor relations. Accustomed to deadline-driven environments. Passionate and inventive, a self-starter who is accustomed to performing well in deadline-driven environments. From freelance design to studio production art; from concept to completion, accurate and on time.

I have experience in display/trade show booth builds · show management/customer relations · machine shop experience (piece work) · retail sales · warehousing · shipping and receiving · general labourer · hospitality · landscaping · client relations · large format design and production · past certification on electric and propane counterbalance and some knowledge of Raymond Lift · flexible, adaptable, highly organized · management experience · creative thinking · strong marketing and social channel development knowledge

### EXPERIENCE

#### Graphic/Web Designer, eCommerce Architect, Marketing, and Online Management Raised Edge Incorporated. Aurora, ON. [raisededge.com](http://raisededge.com) 2015-Present

- All internal design requirements - stationery to sales tools; online forms, all social media/channel management
- Scripted and produced online and in-house promotional videos, email & channel campaigns, social media management
- All client artwork produced for required decoration treatments
- Email and channel campaigns, and social media management
- Creation and management of NRG Active Apparel online store/substores, all measurement/analytics for [nrgactiveapparel.com](http://nrgactiveapparel.com), with first year passive sales of over \$132K CDN

**Valued Clients:** Toronto FC, Toronto Marlies, Golf Canada, Toronto Rock, Hockey Canada, Jackson Events.

#### Graphic/Web Designer, eCommerce Architect, Marketing, and Online Management Whitman Manufacturing Corp./EMICO. Milton, ON. 2012-2015

- Design/build/maintenance of WHITMAN branding, website; set up/management of ecommerce, trade shows (SEMA 2012)
- Design/build/maintenance of EMICO branding, website; set up/management of ecommerce, trade shows (AAPEX 2014)
- Set up/management of eBay account (over \$8K in passive online sales, July 2013 to December 2013)
- Sourcing of booth hardware for SEMA 2012; creation of all graphics, show publication articles/sell sheets, creation of show video
- Design of inter-company newsletter, all packaging design; design of all copy and advertisement design work, and all sales tools
- All design/materials/travel preparation for Oliver Racing Parts PRI Indianapolis 2014 trade show booth
- Oliver Racing Parts ([oliverracingparts.com](http://oliverracingparts.com)) website/social media updates/management
- All email campaigns, advertisements/tear sheets, catalogue data-basing, Evokat input/management for all EMICO parts

**Responsibilities:** Web, social, print, email campaigns. Member-EMICO Health & Safety Committee, 2014-15.

#### Graphic Designer, Production Artist, Freelance Designer Central Reproductions Ltd. Mississauga, ON. 1997-2011

- Championed Esso account to positive reviews
- Led all design staff in billable hours while full time
- Design of client publications, signage, posters through to production (film & plate)
- Gained exposure in pre-press technologies and large environment processes
- Assisted on Loblaw and Price Waterhouse storefront builds successfully

**Valued Clients:** Imperial Oil, SAP Canada, Playdium, CERC, Bombardier and Porsche.s

**Responsibilities:** All client design requirements; trapping, pre-flight; film and plate production including. Customer liaison on project basis. Efficient design/production solutions led to night shift supervisory position.

#### Freelance Designer - 1990-Present

- Custom sublimated jersey, hoody, mask, towel, and tie designs. 2012-present
- Custom keychain design and production. 2010-2016
- Alliance Corporation. Trade show graphic panels & video, illustrations, web assets, brochure templates & mastheads, product logos. 2010-2012
- Modern Concept Incorporated. Full collateral and web home page design. 1993
- A.S.F. Gymnastics Club. Calendar designs. 2003, 2005
- Fox and Fiddle Pub (Toronto). Flyer design
- Mountainview (Brampton) Bell Mobility. Flyer design
- Integrated Network Systems. Mousepad & poster design
- LoveGlobe Dating Services. Logo design and initial web page layouts. 1996-1997
- Brandon Gate Dental Office. Design/production of Mission statement poster. 1990
- AquaJava Cafe. Logo design all aspects for cafe/exotic fish shop. 1989
- Marconi's Pizza. Logo design/stationery for 25 year-old pizza parlour. 1994-1995
- Tarnished Gallahad. CD/tape sleeve design. 1988
- Shipmates Packaging and Shipping Limited. Stationery design. 1990
- Cinepix/Cinema City Video Distributions. Exhibition booth design. 1988
- Beaumara Incorporated. Design/production of stationery. 1989
- Various projects for The Pentcom Group. 2003-2019
- Southern Ontario Medical Rehabilitation & Aquatic Centre. Flyer designs. 2014
- Peel Charity Slo-Pitch League, with Cardiac Kids. Flyer/web design. 2014-2015
- Aardies.com. Logo design, Blister pack design, POP Tent design, web design, eCommerce build. 2024

**Web Designs:** k2mcs.com, cisonthefmove.com, sherwaycollision.com, eyedesignsignz.com, emicocatalytic.com, chrishazard.ca, greenwithenvyproductions.ca, pcspl.ca, meridiancounty.com, raisededge.com, nrgactiveapparel.com, aardies.com