

Indianapolis, IN

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Social Media

☆ Portfolio

in LinkedIn

Instagram

Scott DeRuby

Designer

Education

Computer
Graphics
Technology

Bachelor of Science
IUPUI
Indianapolis, IN

About Me

// Critical and Creative Thinker // Asking Good Questions
// Always Improving My Design Skills

Expertise

Graphic Design
Adobe CC
Logo Design
Branding
Packaging
Layout
Typography
Web Design
WordPress
Crowdfunding
Learning New Skills
Communication

Work Experience

2023 **Marketing Consultant**
Present DESIGN THE EVERYTHING

- Setup marketing system.
- Edited vlogs, YouTube Shorts, and Instagram Reels.
- Wrote all copy, edited images/GIFs, and setup a marketing plan for 5 Kickstarter projects.
- Ran Shopify and Etsy, updated product images and copy.
- Illustrated stickers for our Sticker of the Month Club newsletter.
- Layed out product shipping inserts.
- Continually improved production processes.
- Setup quality control measures for shipping products.

2021 **Visual Communication Designer**
2023 FAMILY GOAT MULTIMEDIA

- Design, build, and send email marketing in Constant Contact for lists of up to 26,000 people.
- Curated print branding packages for clients including logos, business cards, envelopes, folders, letterheads, thank you cards, and email signatures.
- Publish print flyers for in-person events and webinars.
- Coordinated social media strategy.
- Improving the company file system and keeping it organized.
- Developed branding for a new podcast.
- Edit videos for weekly YouTube shows.
- Wrote SOP for sending emails and Design Requests.

2017 **Graphic Designer**
2021 DESIGNIQ - GANNETT

- Improved my layout and marketing abilities with feedback from my teammates.
- Continually asked questions in order to build ads according to SOP.
- Proofed out over 180 ads per week.
- Completed extra training.

Bonus

3D Printing
Board Games
Destiny 2