





## GRAPHIC DESIGNER

 Clackamas, OR 97015


 503.539.5306


 sd.design.net@gmail.com

 www.sd-design.net

 www.scottdopierala.com

 facebook.com/sddesignnet

 linkedin.com/in/sddesign

 instagram.com/sd\_design\_net

### software

Abode Illustrator	<div style="width: 90%;"></div>
Abode Photoshop	<div style="width: 95%;"></div>
Abode InDesign	<div style="width: 85%;"></div>
Abode Acrobat	<div style="width: 80%;"></div>
Abode Premiere Pro	<div style="width: 75%;"></div>
Adobe After Effects	<div style="width: 70%;"></div>
Abode Dreamweaver	<div style="width: 65%;"></div>
Abode Animate	<div style="width: 60%;"></div>
Abode Lightroom	<div style="width: 55%;"></div>
Microsoft Office	<div style="width: 50%;"></div>
Visual Studio Code	<div style="width: 45%;"></div>
QuarkXPress	<div style="width: 40%;"></div>
Final Cut Pro	<div style="width: 35%;"></div>
Logic Pro	<div style="width: 30%;"></div>

Portfolio and letters of recommendation are available upon request.  
<https://scottdopierala.com>

# SCOTT DOPIERALA

WWW.SCOTDDOPIERALA.COM

Highly motivated, creative professional with over 20 years of experience in building brands. Worked with companies such as Target, Adidas and Costco to ensure their look and messaging stands out. Maintained strong relationships with clients and vendors while hiring and mentoring team members and contractors. Always learning and staying on top of trends and technology.

### skills & abilities

Strong **design** skills in working from thumbnails to printed/published work. Strong **illustration** skills, both commercial and fine art. Strong **photography** skills including black/white and color, digital imaging, gelatin silver prints, RC prints and fiber-based prints. Proficient with SLR, digital, and digital video.

Creative direction from concept to creation.

Extensive marketing experience, especially in the food & beverage industry.

Experienced in the use of Macintosh, Windows and Linux operating systems, personal color and slide scanners, Macintosh Fiery interfaces and Linux servers.

Proficient in production and prepress methods including type specs, trapping/over printing, color separations, full color comprehensives and mechanical preparation for flat and full color work.

Proficient in web and multimedia design: HTML, CSS, JavaScript, XML, PHP, MySQL, JSON responsive design, bootstrap framework, ecommerce.

Proficient in open source content management systems such as Drupal, Word Press, Shopify, Bootstrap.

### education

Edinboro University of Pennsylvania  
 Edinboro, PA 16444  
 BFA, Applied Media Arts - Communication Graphics  
 Concentration: Graphic Design and Printmaking  
 Study Abroad: Exeter College, Oxford, England: Art

Other related studies: Photography, Marketing, 16mm Film Production, Illustration, History of Advertising, History of Graphic Design, 2D Design, Screen Printing and Lithography.

PNCA  
 Flash Multimedia Animation


Kansas State - AIB  
 FDA Food Labeling


PCC  
 PHP/MySQL

IFT  
 Labeling Requirements and Implications for Foods Marketed in the U.S.

eVolve (2006)  
 CSS Master Class


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## software

Abode Illustrator	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>
Abode Photoshop	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>
Abode InDesign	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>
Abode Acrobat	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>
Abode Premiere Pro	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>
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Abode Dreamweaver	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>
Abode Animate	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>
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## work history

### MARKETING ART DIRECTOR

*Harvest Food Solutions / US Bakery (2015 - PRESENT)*

- Responsible for all creative on key brands such as Franz, Seattle International/Sourdough, Naked, Keto Culture, Alaska Grains, Franz Gluten Free, and Bake Shoppe including but not limited to packaging design, point of sale, sales sheets, advertising, video direction, and social media content.
- Manage and develop websites under the US Bakery brand which include harvestfoodsolutions.com, franzbakery.com, franzglutenfree.com, svenhards.com, ketoculturebaking.com, seattlebaking.com, nakedbreads.com, franzspiritofgiving.com, dunfordbakers.com, alaskagrains.com
- Provide product photography and illustration work as needed for packaging and advertising.
- Worked alongside the social media director to provide graphic support, photography, and video in order to grow all branded social media accounts annually.

### SR. GRAPHIC DESIGNER / WEB MEDIA DEVELOPER

*Cargill / Integrated Bakery Resources (2004 - 2015)*

- Provided packaging design, point of sale materials, sales sheets and brochures for key accounts. Helped build the Kirkland Signature baked goods private label program for Costco.
- Built a photography studio in order to provide product photos for key accounts.
- Created and managed in-house and customer websites including bread.com, aleuronefacts.com, usbakery.com, ibrcreative.com, breadsong.com.

### GRAPHIC DESIGNER - MARCOM DEPARTMENT

*Coffee Bean International (2002 - 2004)*

- Produced graphic design services for national and small business accounts. Services included branding packaging, point of sale, merchandising, and advertising.
- Maintained in-house websites for company brands including coffeebeanintl.com, latempesta.com & blueparrot.com

### MULTIMEDIA GRAPHIC ARTIST

*Django Music/Djangos.com (2000 - 2002)*

- Lead designer in print advertising for national publications. Contributing designer for executive summary layouts, point of sale, apparel & interior retail spaces.
- Assisted in web design and development for the company's website (djangos.com).

### GRAPHIC DESIGNER / PRODUCTION ARTIST

*Willamette Week (1998 - 2000)*

- While a member of the creative team, I helped build this publication weekly working in advertising design, editorial designer, outside promotions designer, and prepress production including digital and paste up.

## other clients

### PRINT

Adidas  
 Hollywood Theaters  
 Dave's Killer Bread  
 Hawaiian Food Alliance  
 SD Microbes  
 Poorman-Douglas Corporation  
 Department of Environmental Protection  
 Paradox Cafe/ Vita Cafe  
 K&F Coffee  
 Gango Editions  
 JazzErie  
 Aveda Portland  
 Portland Specialty Baking  
 UCC Equipment Rental  
 3J's

### DIGITAL

academicnetwork.com  
 aia-oregon.com  
 storetraxx.com  
 pre1.com  
 bigskylandscaping.com  
 davemullany.com  
 elevatorshoes.net  
 musicfestnw.com  
 cymosurf.com  
 gangoeditions.com