

# SCOTT CAVENDER

## Digital Designer | UI/UX

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### SUMMARY

Driven by a passion for creative excellence and a commitment to impactful design in digital, print and generative AI resulting in significant contributions to brand growth and audience engagement. A collaborative spirit, aligning seamlessly with objectives to create outstanding visual communications.

### EXPERIENCE

09/2021 - 01/2025

Remote

#### Digital Designer | Brand Manager | UI/UX

##### Rental Beast

- Executed composition, color, illustration, typography, and the branding for all projects.
- Managed design campaigns that were instrumental in securing 103% YoY pipeline growth of contracted associations, 5 of which are the top 10 MLS in the United States.
- Built wireframes and prototypes that were then turned into functional and responsive digital products.
- Produced excellent design across a variety of outputs and projects covering pitch concepts, branding, campaigns, website, internal apps, social media, print, and digital content for B2B and B2C audiences.

10/2019 - 04/2021

Austin, United States

#### Graphic Designer

##### COLSA / DoD

- Worked as the Graphic Designer for the United States Army Futures Command (AFC) Directorate of Systems Integration (DSI).
- Provided expertise on industry standards, best practices, and proper design techniques to ensure brand standards of the US ARMY.
- Designed data-driven storytelling graphics, infographics, and OV-1s that visualized strategic planning across government stakeholders.

04/2013 - 10/2019

Austin, United States

#### Graphic Designer

##### Altitude Digital

- Managed client relationships with global stars such as Steve Smith (Journey), Todd Sucherman (Styx) and Jimmy Chamberlin (The Smashing Pumpkins).
- Designed the packaging of two distinct DVDs that clinched the prestigious title of 'Best Instructional Drumming DVD' of the year.
- Developed visually cohesive social media content for diverse client portfolios, reinforcing brand identity and increasing engagement.

01/2002 - 03/2013

Austin, United States

#### Web Designer | UI/UX

##### Host U Online

- Planned site designs, functionality and navigation, along with audience funnels and data capture points.
- Designed visual assets, built wireframes, and defined UX elements in alignment with user-centered design principles.
- Optimized web pages for faster load times and improved SEO, resulting in an increase in organic search traffic.

08/2000 - 01/2002

Austin, United States

#### Graphic Designer

##### Southeastern Computer Consultants / DoD

- Designed courseware for sailors to train them in defensive measures helping to improve efficiency by 21%.
- Created technical illustrations of ships, computer systems, maps, technical equipment and missiles for digital courseware to be used across military education programs.
- Managed and organized a large-scale library of graphic assets for efficient access and consistency.

### EDUCATION

Denton, United States

#### Bachelors Degree in Communication Design

##### University of North Texas

### KEY ACHIEVEMENTS



#### Top 100 Marketing Teams

Finalist for the 2024 ONCON ICON AWARDS Top 100 Marketing Teams.



#### Pipeline Growth Excellence

Achieved 103% YoY growth in client pipeline across top 10 MLS.

## SKILLS

Branding & Identity

Art Direction

Keynote

Adobe Creative Suite

Typography

Web Design

Brand Guidelines

Visual Design

Illustration

Responsive Web Design

Cross-Functional Teams

Wireframing

User Experience

Print

Graphic Design

Prototyping

Generative AI

Prompt Engineering

AI-Powered Design

Midjourney

Runway

ChatGPT