

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				