

858.353.9834  
DEL MAR, CA 92014

# SCOTT E BLAIR

sblair@me.com  
esbeedesigns.com

## EDUCATION

NEW YORK INSTITUTE OF TECHNOLOGY, NEW YORK, NY :: 2002 - 2004  
Masters, Communication Arts in Graphic Design

STONY BROOK UNIVERSITY, STONY BROOK, NY :: 1998 - 2001  
Bachelor of Arts, Social Sciences

## TECHNICAL

Photoshop, Illustrator, After Effects, InDesign; Quark Xpress; 3D Studio Max, Combustion; CSS3; HTML5; JQuery; PHP, Wordpress; Drupal; Joomla; SEO; Office; Powerpoint

## EXPERIENCE

FREELANCE WORK :: 10/04-PRESENT  
WEB DESIGN / DEVELOPMENT & GRAPHIC DESIGN

- Please view freelance work examples at [www.esbeedesigns.com](http://www.esbeedesigns.com)

QUALCOMM INSTITUTE / CALIT2 AT UC SAN DIEGO (LA JOLLA, CA) :: 01/12 - PRESENT  
WEBMASTER | SENIOR DESIGNER | SENIOR ADMINISTRATIVE ANALYST

- Senior designer in communications department - conceptualize and design Qualcomm Institute creative including the QI site, affiliate sites and all print media.
- Work closely with QI centers, institutes, special event groups and QI affiliates to design and develop branding / identities, media and creative strategies.
- Serve as authority on all aspects of multimedia for Qualcomm Institute including conceptualization, project management & production.
- Work closely with Qualcomm Institute events team - design needed promotional items for event and conference branding schemes in print / web (staying within sensitive budget guidelines) and provide support for registration logistics and tracking.
- Develop and manage websites and print media (logos, brochures, banners, promotional pieces) for a wide range of QI and Calit2 affiliates and divisions.
- Responsible for managing and developing all database-driven website of QI and Calit2 at UC San Diego, and (jointly with UC Irvine) for Calit2's Institute-wide web portal.

L7 CREATIVE COMMUNICATIONS :: 03/09 - 01/12  
INTERACTIVE ART DIRECTOR | SENIOR WEB + GRAPHIC DESIGNER

- Head digital creative department - manage web design and development teams.
- Design, develop and manage client sites via XHTML, CSS, JQuery and PHP (Wordpress / Drupal / CMS) as well as print & branding materials (logos business, cards, brochures, etc).
- Serve as authority on all aspects of interactive multimedia including conceptualization, project management & production.
- Participate in the creation and presentation of new business proposals and scoping efforts for potential clients.
- Assist in project management and budget tracking efforts to ensure accuracy of creative scope, schedule and budget.
- Outline and implement SEO strategies and manage PPC campaigns.
- Work closely with Creative Director to develop & execute client concepts Print, Web & TV).
- Played an integral role in iHome Television spot "Personal Engineer" development (conceptualization, art direction & production - see spot at [vimeo.com/7543761](http://vimeo.com/7543761) ).

THE DZAP GROUP (SAN DIEGO, CA) :: 11/07 - 03/09  
SENIOR WEB DESIGNER | INTERACTIVE DESIGNER

- Head digital creative department - manage web design and development teams.
- Design high-end websites for client properties via Photoshop, Flash & Illustrator.

858.353.9834  
DEL MAR, CA 92014

# SCOTT E BLAIR

sblair@me.com  
esbeedesigns.com

## EXPERIENCE (continued)

- Responsible for developing websites via CSS and table-less XHTML, implementing SEO strategies & W3C compliant code.
- Create animation elements and interactive/rich media for websites & touch screen kiosks via Flash(AS2) & JQuery.
- Played an integral role in design & development of "Lease-Labs" - a database driven website platform written in Ruby, MySQL, and Liquid/erb.

+

### EINSTEIN INDUSTRIES (SAN DIEGO, CA) :: 04/06 - 11/07

#### SENIOR WEB DESIGNER | JUNIOR DEVELOPER

- Conduct consultations with clients and Einstein production, in which project details and site designs are discussed.
- Design high-end websites using Photoshop, Flash and Illustrator.
- Responsible for developing (hand-coding) websites via CSS and table-less XHTML, implementing SEO strategies and W3C compliant code.
- Perform daily maintenance to client websites and ensure sites conform with latest W3C standards.
- Work closely with Creative Director and Design team to ensure all designs are of highest standards and utilize latest technologies/design trends.

### THE GARDEN CITY GROUP, INC. (MELVILLE NY) :: 08/04 - 04/06

#### GRAPHIC DESIGNER

- Conceptualize and develop print & web advertisement campaigns & media packages as part of marketing strategy team.
- Responsible for designing print ads, marketing materials & web advertisements using Photoshop, Illustrator, Quark & Flash.
- Administer formatting of legal documents & proposal packages via Dreamweaver, Quark Xpress, PowerPoint, Word & Excel.

### WLNy-TV (MELVILLE NY) :: 06/00 - 08/03

#### TECHNICAL INTERN

- Member of WLNy's professional sports news coverage team.
- Provided on-site filming of professional NY sporting events & conducted post-game interviews with athletes & coaches.
- Maintained detailed event log for use in the editing process & broadcasted news report.

## PORTFOLIO

PLEASE SEE PORTFOLIO AT :: [WWW.ESBEEDESIGNS.COM](http://WWW.ESBEEDESIGNS.COM)