SKOTT READER
VISUAL / BRAND / PRESENTATION

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TOOLS & TECHNOLOGIES

- Figma/Sketch
- Photoshop
- Illustrator
- Generative AI
- Powerpoint & Google Slides
- HTML/CSS

PROFICIENCIES

- Presentation Design
- Brand & Logo Design
- Design Systems
- Iconography & Typography
- Large Format Print & Event Assets
- UI Design
- Photography

SOFT SKILLS

- Solid foundation in design methodologies, best practices, and accessibility
- Exceptional communicator & collaborator
- Innovative thinker with a strong design intuition and ability to empathize with different personas
- Able to translate business and user goals, and functional requirements, into visually compelling experiences and design assets
- Strong work ethic and an outcome-focused approach

I'm a visual thinker whose design solutions address business, brand, and user needs. I'm seeking work that feeds my passion for bridging the gap between products and services, and the ways humans utilize them, and helping brands and individuals connect in more meaningful ways.

2023 – Present
Design Lead
Powerplay

I'm one half of a 2 person design studio. We work both individually or as an embedded team specializing in rapid turnaround production of presenation design in PowerPoint and Google Slides, realtime on-site presentation support for corporate events, branding design and logos, visual storytelling, asset design for social media, all manner of graphic design, large format event assets, and generative AI (Midjourney, etc). Clients include: Intuit, Google, Meta, Sui, Moveworks, Movement Labs, Splunk, Oracle, and ServiceNow.

2022 – Present
Senior Visual Designer, Experience Design, Tech for Intuit (t4i)
Intuit

Working with a team of product designers, I've been presenting a variety of visual styling and layout options for a multitude of page types. The goal is to modernize an existing, Sharepoint-based intranet for Intuit's 20,000+ employees. I also work closely with a team of front end engineers to ensure these new patterns and guidelines are correctly implemented.

2019
Creative Lead / Visual Designer (Consultant/IC)
BitGo

I provided creative leadership and visual design direction on an aggressively-timed brand refresh. Managing a small team of design contractors, I delivered a website redesign, iconography, print ads, business cards, and tradeshow and large format public space brand collateral.

2016 – 2022
Senior Visual Designer / Staff Visual Designer, Product Development
Advent / SS&C

Following the release of a comprehensive design system for Advent's core web products, I presented visual concepts for a new cloud-based financial product UI. I also collaborated on a large-scale visual brand unification effort spanning several SS&C FinTech properties.

I supported the ongoing visual design, implementation, and evolution of multiple product UIs, working with product owners, SMEs ,IxDs, and front-end devs,as well as leading design efforts across the company, including online communities, technical comms, posters, promotional materials, and event swag.

2014 – 2015
Visual Designer, Product Development
Advent Software

- Drove the creation and implementation of design patterns & style guidelines, and defined the overall visual language, including the typography, color, grid system, and iconography used in Advent's core web products
- Created high-fidelity screen mockups from IxD wireframes
- Worked directly with developers to ensure design standards were maintained across products
- Created personas, journey maps, process maps, infographics & posters
- Participated in user research and usability testing

2010 – 2013
Senior Visual Designer
Apollo Group (University of Phoenix)

- Drove creative alignment and integration while supporting the core UoPX platform product strategy
- Created high-fidelity screen mockups for a variety of applications, course pages and tools spanning the breadth of UoPX's online student and faculty experience
- Worked with Interaction Designers developing and documenting detailed visual UI specs based on student needs and functional requirements

2005 – 2010
Visual Designer, Graphic Designer (CX/UX)
Symantec

- Participated in concept development, design ideation, and all aspects of interaction and visual design
- Contributed to the development and implementation]of style guidelines and visual standards
- Produced a virtual mountain of product landing pages, web banners, and promotional pages for Symantec.com enterprise and consumer web, and created and maintained global web banner style guidelines for all Symantec web properties worldwide