

W. Scott Purcell

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www.skhot.com
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Objective

Continue my web design career as a user experience and interface designer while enhance my knowledge of the industry.

Work Experience

University of Florida

February 2010 - Present

Web and Graphic Designer, IFAS Research

Web design, development, and implementation of research.ifas.ufl.edu, Brand Design, User Interface Design: common web forms and web applications, User Experience: Focus Groups, Site Survey, Site Analytics, Web Development: AJAX, MSSQL, ASP, MVC, CodeIgniter

Skhot

May 2008 - Present

Freelance Web and Graphic Designer

- Lauren Poe for Gainesville City Commission, laurenpoe.com [Nov. 2010 to Present]
- Susan Bottcher for Gainesville City Commission, susanbottcher.com [Aug. 2010 to Present]
- Thomas Hawkins for Gainesville City Commission, votethomashawkins.com [Oct. 2010 to Mar. 2011]
- Rick Nesbit for Alachua County School Board, ricknesbit.com [Apr. 2010 to Nov. 2010]
- Craig Lowe for Gainesville Mayor, craiglowe.com [Aug. 2009 to Apr. 2010]
- Local Ad Advice, localadadvice.com [Mar. 2009 to Jun. 2009]
- Fashion Exchange of Gainesville, feconsignment.com [Dec. 2008 to Mar. 2009]
- Equality is Gainesville Business: No on 1 Campaign, eqgb.com [Nov. 2008 to Mar. 2009]
- Brad Purcell for Putnam County Commission, bradpurcell.com [May 2008 to Nov. 2008]

Premier Creative

August 2009 - January 2010

Web and Graphic Designer

Web Design: Idea Generation and Suggestion, Web Development: HTML, XHTML, CSS, PHP, MySQL, Javascript, JQuery, Graphic Design: Brand/Identity, Print, Search Engine Optimization, Wordpress and Drupal Frameworks

Ramada Limited West

February 2004 - August 2005

Front Office Manager/Manager on Duty

Skilled employee coach for a team of 10 - 15 people encouraging positive, professional and team-oriented attitude, Night Manager on Duty: lead a team of 15 - 20 people

Nationwide Insurance

June 1999 - August 2003

Administrative Assistant

Worked closely with peers and management to advise, coordinate and implement effective office procedures for a department of 300 associates, directly supporting 70 - 80 individuals including a manager and four supervisors

Education

Graphic Design Diploma

January 2008 - September 2009

Art Institute of Pittsburg, Online Division

- Idea Generation, Production Management, Deadline Management, Industry Standards
- Mediums: Web, Print, Packaging, Identity/Branding
- Advanced Philosophy in Layout, Color, Typography, Balance, Art Communication and Collaboration