



Scott Mastenbrook

Email: scott@ohanagraphics.com | Ph: 734.748.5949

Professional Summary & Objectives

I have nearly 20 years of diverse web based design experience leading creative teams and working directly with clients, programmers and executive management. I desire to bring my professional experience to a public education setting in either a classroom or office in support of the staff of educators.

Professional Experience

Class Creator LLC – May 2010 to Current

Project Manager, Designer, QA, Customer Service

- Collaborate with the CEO to develop the Class Creator web application
- Design and document system features for programmers to execute
- Manage Graphic Design and Programming contractors in various locations of the world
- QA system functionality in multiple browsers, document issues using Jing or Snagit, and propose solutions to be implemented by programmers
- Define scope, requirements and provide Photoshop mockups to develop our brand for Graphic Designer to execute
- Educate and train site administrators about website CMS through support forums, by phone and via production of Camtasia tutorial videos
- Process transactions for subscriptions and domain name registrations
- Assist CEO with marketing and sales strategies and sales campaigns

American Blinds Wallpaper and More – Oct 2006 to May 2010

Sr. Web Designer, Creative Team Leader, Email Marketing Team

Sr. Web Designer tasks include:

- Redesign and rebrand website from DecorateToday.com to AmericanBlinds.com
- Coordinate with CMO and other Marketing Department Management to plan and implement product marketing strategies
- Lead Creative Team design tasks and facilitate weekly project meetings
- Provide HTML troubleshooting support for Development Team
- Function as initial contact for design approvals on all website creative
- Assist in implementation of Omniture Test & Target multivariate solution

Creative Team Leader (4 years) tasks include:

- Prioritize assignments for Creative Team and facilitate weekly meetings
- Maintain continuity in brand identity across multiple marketing mediums
- Provide initial design approvals on all website creative
- Photographed products at in-house set for placement in online and print advertising campaigns
- Conduct Behavioral Interview process to hire team members

PROFESSIONAL TALENTS

Graphic Design of
web based creative for over
20 years

Professional business
acumen supported by
strong technical ability

Effective trainer and leader
of Creative Teams

Experience working directly with
and training customers

Wealth of experience
planning / implementing
product development

Strong leadership skills
leading / facilitating weekly
project meetings

Exceptional proofing skills for
design approvals

Manage Projects from defining
scope requirements through
approval of deliverables

Comfortable and effective
interfacing with all levels of
executive management

Guardian of brand identity
within Creative Team

Email Marketing Team
leader focused on sales
email campaigns

Train customers via
product tutorial videos

Coordination with
outside vendors

Motivated to learn
new skills independently

Professional, accountable,
and dependable

Email Marketing Team – Primary Designer, tasks include:

- Coordinate with Marketing Management on product promotions for deliverables by the Creative Team
- Lead the Email Team to plan, design and execute weekly email campaigns delivered to 1.5M customers with an expected average sales performance of \$60K per campaign
- Provide technical proofing expertise prior to delivering campaign assets
- Research and implement best practices for email campaigns

Previous Related Experience

Ohana Graphic Design Inc. – Jan 2005 to 2016

Freelance Web Design Company Owner

- Website and Graphic Design projects obtained directly from clients or as a sub contractor.

Sites & Sounds Inc. – Nov 2000 to Dec 2006

Web / Graphic Designer

- Served as a Web Graphic Designer utilizing Photoshop and Dreamweaver daily
- Account Manager for all Distant Horizons customers and numerous Sites & Sounds clients
- Produce site design concepts / mockups in Photoshop for client review
- Create image assets from approved site design for customized template
- Develop site template utilizing Dreamweaver

Distant Horizons Web Design & Consulting LLC – Oct 1998 to Oct 2000

Account Executive, Web Designer

- Facilitate initial client meetings to evaluate site requirements and scope
- Assess project specifications for developing budgets and cost estimates
- Serve as Web Graphic Designer and Account Manager for all clients
- Produce initial site design concepts and mockups utilizing Photoshop
- Create all graphical assets from approved site design

Education

Murray State University - May 1998

Bachelor of Science in Art, Emphasis in Graphic Design and Photography

Personal & Professional Development

- Volunteer Varsity Football Coach for Livonia Orioles – 2017, 2018
- Attended the NBM Show in Indianapolis for Sandblast Etching – 2017
- Built Sandblast cabinet to experiment with etching – 2017
- PMI Project Management class at Schoolcraft College – 2016
- Northridge Church Set Building Volunteer – 2013, 2014
- Digital Hollywood Social Media Conference – 2012
- EntreLeadership by Dave Ramsey – 2011
- E-Dialog Client Summit – 2009
- Adobe Flash CS3 – New Horizons – 2008
- American Blinds Managers and Supervisors Training – 2008
- American Blinds Behavioral Interview Training – 2007
- Business Networking International (BNI) - Brighton, MI – 1999 to 2003
- BNI President - Brighton, MI – October 2001 to March 2002
- FLASHFORWARD 2000, – March 2000
- Magic Silver Show – February 1998 (Photography, National Exhibition)

SOFTWARE EXPERIENCE

Adobe Web Creative Suite

Dreamweaver

Photoshop

Illustrator

Microsoft Office Suite

TechSmith products

Camtasia Studio

Jing

Snagit

Screencast

Prezi

Class Creator custom CMS

Skype

PREVIOUS EXPERIENCE

Mac OS Platform

Adobe Flash

InDesign

Macromedia Director

Macromedia Freehand

Visual SourceSafe

Final Cut Pro

DVD Studio Pro

Swish Lite

Stratavision (3D)