

Scott Ledbetter

FRONT-END DEVELOPER + DESIGNER

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EXPERIENCE

Circlepoint • Web / Graphic Designer

OCTOBER 2017 – PRESENT | OAKLAND, CA

- Design and develop a variety of client Wordpress websites using HTML, CSS, and JavaScript.
- Use analytics to improve campaigns, web presence, and interactions.
- Research and implement best UI, UX, and responsive web practices.
- Collaborate with design and web development team to deliver high-quality, efficient solutions that are QA'd for usability, cross-platform functionality, and accessibility.

OCSC Sailing • Web / Graphic Designer, Marketing Manager

SEPTEMBER 2016 – OCTOBER 2017 | BERKELEY, CA

- Refreshed company website and online presence. Executed all projects independently from design to front-end development with production of responsive HTML, CSS, and JavaScript.
- Cooperated with back-end developer and maintained best-practice versioning with Git and a development website.
- Developed email newsletters and promotions with Foundation's email framework, increasing click-rate and user interactions.

Wallrich Creative Communications • Designer

NOVEMBER 2014 – SEPTEMBER 2016 | SACRAMENTO, CA

- Designed and developed custom Wordpress websites and email marketing. Fully executed development using HTML, CSS, JavaScript, PHP, and various web frameworks like Bootstrap and Foundation.
- Designed concepts, layouts, and graphics for print and interactive mediums. Worked on print and digital projects through full timeline.
- Collaborated with tech team on implementation of efficient workflow and development practices.

Un/common Agency • Graphic Designer

MAY 2014 – NOVEMBER 2014 | SACRAMENTO, CA

- Updated and maintained Wordpress content and styles with CSS.
- Designed graphics for a wide variety of advertising projects, campaigns, and marketing materials.
- Worked in both digital and print mediums for various purposes, sizes, and locations including billboards, truck-wraps, and display cases.

The Orion • Art Director, Advertising Design Manager

DECEMBER 2012 – MAY 2014 | CHICO, CA

- Redesigned newspaper and updated/maintained style guidelines.
- Oversaw and mentored a team of four designers, helping them hone their creative, technical, and communicative abilities.

EDUCATION

BA in Communication Design

Focus in Graphic Design

Minor in Photographic Studies

California State University, Chico, 2010–2014

ACHIEVEMENTS

California State University, Chico

Outstanding Graphic Design Student
Dean's List

The Orion News

ACP Pacemaker Award, 2014

CCMA General Excellence Award, 2013

SKILLS

HTML5	Git
CSS3	Vim / Vi
JavaScript	CMS
jQuery	Illustrator
Sass	Photoshop
Web Frameworks	InDesign
CLI	Prepress