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# Scott Kraft

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A creative professional with experience in agency, freelance and in-house production environments. Expertise in web design, graphic design and creative problem solving.

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website: [sakraft.com](http://sakraft.com)

## ➤ Skills and Software

- Web Design
  - HTML
  - CSS
  - Javascript
  - jQuery
  - Flash
  - WordPress
  - Print Design & Layout
  - Photography
  - Photo Retouching
  - Scanning
  - 3D Modeling and Animation
  - 2D Compositing
  - Video Editing
  - Dreamweaver
  - Photoshop
  - Illustrator
  - InDesign
  - After Effects
  - 3D Studio Max
  - Mac OS X
  - Windows
  - Ubuntu Linux
- HTML email design and troubleshooting
  - Responsive email design
  - Able to learn any required software and/or programming languages

## ➤ Professional Experience

**Freelance and Consulting Activities, Long Island, NY**

**2005 – Present**

### **Web Design, Graphic Design, 3D Design and Photography**

Designing websites, emails, collateral materials, advertising, laying out book cover mechanicals, 3D imagery, and photographing artwork. Clients include Canon USA, Honeywell Security (ADI Global Distribution), Britematter LLC, Q Group Ltd., Paul Jann Advertising Inc., Dover Publications Inc., NSI International, Sweeney Films, James Spence Authentication and local artists.

**Publishers Clearing House, Port Washington, NY**

**March 2007 – September 2011**

### **Web Designer**

Responsible for configuring 2 to 3 HTML emails and landing pages per week and designing promotional images for contests and retail merchandise. This included configuring javascript and jquery files and troubleshooting HTML email and landing page deployment errors. Managed efforts through team review and instituting changes as required by legal, marketing and operations teams. Developed internal communications document to assist other designers in troubleshooting HTML email deployment errors. Created a standardized presentation for promotional merchandise banner images. Designed new email packages and contest images to entice customers.

**Katharine Gibbs School, Melville, NY**

**December 2005 – April 2006**

### **Adjunct Professor**

Instructed students in the use of 3D modeling software. Instructed students in the use of HTML, CSS and Adobe Dreamweaver. Reported grades to administration at end of term. Developed lesson plans to ensure students learned to code HTML manually when necessary. Developed final project assignments.

## ➤ Education

**Master of Arts**, Communication Arts, New York Institute of Technology, Old Westbury

**Bachelor Of Fine Arts**, Communication Arts, New York Institute of Technology, Old Westbury

## ➤ Interests

Robotics, Arduino, Woodworking, Fabrication and Manufacturing, The Intersection of Art, Technology and Commerce.