



Scott DeRuby

Portfolio

scottderuby.com

linkedin.com/in/scottderuby

Contact

scottderuby@gmail.com

(317)693-0943

5801 N. Olney St.
Apt. 37
Indianapolis, IN 46220

Experience

› designIQ/Graphic Designer

October 2018 - Present

- Proofed out an average of 150 ads per week.
- Improved my layout and marketing abilities by getting feedback from my teammates.
- Went to extra training whenever available.
- Drastically improved InDesign skills.
- Continually asked questions in order to build ads according to SOP.

› Design The Everything/Co-founder

April 2016 - Present

- Setup and ran 2 successful Kickstarters.
- Marketed our Kickstarter through Facebook ads and podcasts.
- Created branding for Design The Everything (DTE) from the ground up to fit our fun/design audience.
- Designed the DTE website to be as user friendly as possible.
- Transitioned into designing, prototyping, and producing our own products.
- Work with my co-founder to make our products as user friendly as possible, while also being aesthetically pleasing, useful, and a joy to use.
- Prototyped entrepreneur's ideas. Found new clients.

› Aubry Lane/Design Intern

August 2017 - December 2017

- Contributed to a website redesign, where I made sure users would have a clear idea of Aubry Lane's core message, and made sure branding was consistent site-wide.
- Made infographics for the website, ads, and Amazon.
- Photoshopped images of bags and models whenever needed.

› Furtrieve/Design Intern

August 2017 - December 2017

- Helped build the entire brand identity, including the name and logo.
- Contributed heavily to the construction of the website.
- Helped plan and execute a photo shoot.
- Made ads for our Marketing Director.
- Developed an app prototype in Adobe XD in order to rapidly test out ideas faster and for use in photo shoots.
- Optimized the user flow of the website.

Education

Bachelor of Science | Computer Graphics Technology

Indiana University - Purdue University Indianapolis

School of Engineering & Technology

Received the Presidential Scholarship:

Based off of high academic achievement; leadership and service in school and the community.

Expertise

Web Design

User Empathy, UX Design, Wireframing, Prototyping, Layout, WordPress, HTML, CSS

Graphic Design

Adobe CC, Logo Design, Branding, Raster Editing, Vector Illustration, Typography

Soft Skills

Critical Thinking, Communication, Collaboration, Customer Service, Learning New Skills, Training Others, Organized, Conflict Management, Entrepreneurial