



# Scott DeRuby

## Portfolio

[scottderuby.com](http://scottderuby.com)

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criticalcreative.design/](https://www.instagram.com/criticalcreative.design/)

## Contact

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## Experience

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### > **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.

### > **designIQ/Graphic Designer** *October 2018 - June 2021*

- 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.

### > **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

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### **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

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### **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