

# Scott Harding

Graphic Designer

## Personal Info

### Email

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### Phone

714-392-4400

### Address

140 Cabrillo St. #21  
Costa Mesa, CA 92627

### Website

www.ScottHarding.net

## Skills

Adobe Photoshop ★★★★★

Adobe Illustrator ★★★★★

Adobe Indesign ★★★★★

Photo Retouching ★★★★★

Branding ★★★★★

Project Management ★★★★★

Team Management ★★★★★

Web Design ★★★★★

Video Editing ★★★★★

Tap Dancing ★★★★★

More than 20 years of diverse, hands-on design experience including all aspects of graphic and web design. Adaptable, organized, result and detail-orientated individual with excellent work ethic plus strong time management and interpersonal skills. Extensive knowledge of design techniques, tools, and principles involved in the production of fine graphic and web design.

## Work History

### 2012-06 - 2020-04

#### Graphic Designer

*Ainsworth Design Group, Laguna Hills, CA*

Worked with creative team to produce branding, point of purchase advertising and other marketing material including promos, billboards, websites and package design for several companies including Del Taco and Pieology. I was primarily assigned to the Del Taco account designing and conceptualizing their monthly promos and expanding the concepts to point of purchase advertising and marketing material. I also worked on package design, logo design for new promos, food items and other merchandise, and photoshopped images of their line of food products.

### 2009-01 - 2012-05

#### Art Director

*Good Life Distribution, Santa Ana, CA*

As Art Director I was accountable for photography and photo retouching of all products. I maintained and designed all websites for all companies. Package design, logo design, advertisement design, catalog design and video production were all part of my duties.

### 2005-01 - 2009-01

#### Owner and Graphic Designer

*Hard Cole Design, Fountain Valley, CA*

Worked closely with start up companies to establish company branding, marketing materials and web sites. From concept to final product I managed all projects. Clients varied from restaurants to real estate agents and loan companies to musicians and rock bands. Clients included, Mark Cuban's Veggie Mama, David Silveria's (of KORN fame) Silveria's Steak House and his sushi restaurant Tuna Town, Punk Icons Dead Kennedys, and more.

### 2003-01 - 2005-01

#### Web and Graphic Designer

*Hobbs Herder, Newport Beach*

Accountable for developing and designing dynamic websites and marketing material for real estate agents across the United States and Canada.

### 1995-01 - 2003-01

#### Senior Art Director

*Intratek, Huntington Beach, CA*

Project management, designing and maintaining of extensive internet and intranet sites and projects. As Art Director it would be my duty to establish initial meetings with our clients, determine their wants and needs, create conceptual designs and timelines and over look the projects from start to finish. Clients included Veteran Hospitals, Social Services of Orange County, Integrated Waste Management of Orange County, Planning and Development of Orange County, and FOD Prevention Inc.

## Education

### 1992-01 - 1995-01

#### Orange Coast College, Costa Mesa, CA

*Bachelors Degree, Art and Graphic Design*