

# F. Scott Lassiter

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## EMPLOYMENT HISTORY

### Web Designer/Project Manager

CarSoup.com, Bloomington, MN January 2006 - Present

- Serve as primary liaison for web site design and development between marketing, sales, and IT departments CarSoup.com, CarSoup intranet, and LutherAuto.com
- Provide design solutions for web site usability, user experience, and navigation
- Project management for the development of client web sites, company intranet, new market development, and reverse publishing solutions for newspaper clients and partners
- Implement search engine optimization, customer lead, and conversion strategies
- Design and assisted in development of 2009 web site redesign, CarSoup Video Center, The Shop, Finance Resource Center, and various other specialized sections of CarSoup.com
- Used Adobe Flash to design, develop, and edit ads, dynamic widgets, and other existing flash objects
- Implemented and designed new processes for web development updates and new initiatives
- Worked with several third party web applications to integrate into existing and new web sites

### Independent Web Consultant

Scott Lassiter Design LLC. 2004 - present

- Create, maintain, update, and develop web sites for various private organizations including but not limited to the following: Plum Creek Crafts, Mankato Curling Club, Discover169, Hulsebus Chiropractic, River Rock Coffee, Minnesota Professional Psychologists Applied to Work, St. Peter Arts Center
- Provide design support including logos, print media, and other branding initiatives

### Web Designer/Graphic designer

Motorola, Burnsville, MN October 2005 - January 2007

- Created, maintained, updated, and developed public web site for small business organization within Motorola
- Provided project management, cost estimates, time lines, search engine optimization, and search engine marketing
- Re-designed existing publications and marketing materials
- Collaborated with marketing team on new initiatives
- Designed packaging for client products
- Created new print and web advertisements for magazines, trade shows, and internet
- Designed and developed Adobe Flash advertisements

### Graduate Assistant/Web Designer

Minnesota State University, Mankato, College of Business May 2005 – December 2005

- Created multimedia design for internet and intranet web sites
- Worked closely with web developer to create dynamic and static web design
- Provided print design for marketing and recruiting
- Provided graphic design and printing consulting
- Created Adobe Flash solutions for MBA and College of Business web sites

### **Graphic Designer/Web Designer/Consultant**

Minnesota State University, Mankato, IT Services, Minnesota River Plant October 2004 – May 2005

- Created web design and web page navigation
- Graphic design, web design consulting, and art direction
- Provided instruction for Macromedia Flash
- Rebuilt animated help instructions for University web site using Macromedia Flash
- Designed logos for University web services within University web site
- Re-designed navigation and web page layout for University web site services web pages

### **Graphic Designer/Graphics Help Desk**

SRA International, Washington, DC, Electronic Publishing Support July 2003 - July 2004

- Provided graphic design, desktop publishing, and template support for reports, testimonies, briefings, and visual aids for the United States Government Accountability Office (GAO)
- Assisted with publication of reports submitted directly to congress
- Provided help desk support for Graphics, Composition, and Visual Communication personnel
- Provided graphics and publication solutions for Knowledge Services group of GAO
- Performed graphics software testing, color management troubleshooting, printing preflight, desktop publishing problem solving, service provider coordination, computer image testing, and general help desk questions
- Initiated new procedures for improving production and teamwork in Publishing Assistance Groups
- Performed Information Technology services such as installing applications, troubleshooting applications, researching technical solutions, and font installation and management

### **Graphics Specialist/Web Designer**

ROH-Incorporated, Arlington, Virginia February 1999 - July 2003

- Provided project support for US Navy Supervisor of Salvage and Diving
- Assisted with preparation of reports submitted directly to the Supervisor of Salvage and Diving
- Provided magazine publication, graphic design, graphic artwork, web design, technical manual editing, engineering drawings, help desk support, CD creation, photo manipulation, computer video editing, and style guide creation
- Created and prepared presentations, graphics, engineering drawings, and PDF support for salvage operations such as USS COLE, Egypt Air 990, EHIME MARU, and USS MONITOR historical recovery, and The Space Shuttle Challenger recovery
- Created logo design, business card design, brochures, trade show materials, and web design
- Marketing organization, graphics consulting, and graphics supervision

### **EDUCATION**

Bachelor of Fine Arts, Minor in Education, Old Dominion University, Norfolk, Virginia, 1996

### **SOFTWARE AND WEB DEVELOPMENT SKILLS**

- Proficient in Adobe Flash CS4, Adobe Dreamweaver CS4, Adobe Photoshop CS4, Adobe Acrobat 8.0 Professional, Adobe Illustrator CS4, Adobe InDesign CS4, Adobe PageMaker 7.0, Adobe FrameMaker 7.0.1, Corel Draw Suite 11, Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Sun OpenOffice
- Experience with Wordpress, Microsoft Visual Studio 2008, SQL Server 2005, PhPMyAdmin, Adobe Premier 6, Quark, Notepad ++
- Proficient in HTML and CSS
- Experience with XML, PHP, ASP, VB Script, Action Script 3, JavaScript, and ASP.NET
- Limited experience SQL and MySQL