

*I balance **impact**
and **information**
to develop brands
and collateral
that inspire.*

SCOTT SELTVEIT *Freelance* *creative* DESIGN & ILLUSTRATION

CONTACT

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+ PORTFOLIO

INDUSTRIES

- Entertainment/Events
- Tourism
- Casino/Gaming
- Bar/Restaurant
- City Commerce & Development
- Start-up/Small Business
- Retail
- Tech
- Aviation

SKILLS

- Logo's / Branding
- Illustration
- Print & Digital Assets
- Marketing Collateral
- Promotional Materials
- Posters
- Corporate Reports
- Environmental/Signage
- Kiosk/Exhibit Design
- Transit Ads/Billboards
- Photo Direction/Staging
- Creative Copywriting

2023-2025

SENIOR DESIGNER

Caesars Entertainment

- **Identity Design, Branding, Marketing Collateral and Promotions** for entertainment, event, restaurant, retail and gaming industries.
- Developed design concepts for nation-wide Caesars properties, worked with art directors, account executives and team members to exceeded client needs.

2005-2019

LEAD DESIGNER

TCi Design + Branding

- **Brand Development, Graphic Design & Illustration** for business, events organizations and Seattle neighborhoods, providing design direction for regional to international clientele Such as Boeing. Amazon and others.
- Assessed client objectives, solved project challenges. Created concept illustrations, established design direction, consulted with clientele and team members and to meet clients goals and objectives.

1999-2005

CONTRACT DESIGNER

Landor Associates, Tim Girvin, Nordstrom, etc...

- **Packaging Concepts:** Microsoft Office for Mac
- **Photo Direction and Packaging Design:** Microsoft's Office suite
- **Identity Design & Brand Illustrations:** Microsoft and Humongous Software
- **Branded Merchandise Line Development:** Caesars Palace Hotel & Casino
- **Award Winning Art Direction (Print) :** The Venetian Hotel & Casino

1990-1998

EVENT / EXHIBIT DESIGNER

Displaymaker Productions

- **Tradeshaw Exhibits, Corporate Events, Retail Merchandisers, POP Displays and Signage** custom concepts and design.
- Clients included; Nordstrom, Boeing, Microsoft, Bellevue Square, Northgate Mall and Bank of America and others.