SCOTT NELSON
WRITER/DESIGNER

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SUMMARY

- 16 years of experience in technical communication
- 15 years of experience in instructional design and training
- 10 years of experience in multimedia design
- Adaptable, published writer across marketing, techcom, business, IP law, adult education, healthcare, and IT sectors
- Tools include Adobe CC: Illustrator, Photoshop, Acrobat, Flash, Premiere, After Effects, HTML5, CSS3, JavaScript, Bootstrap, WordPress, MS Office, Git, Hugo, learning management systems, animation, & infographics

EMPLOYMENT EXPERIENCE

Freelance Graphic, Instructional, & Interactive Designer   2013 – present
Decent Being, UnInc.
- Design online and print training materials for 21st-century adult learning
- Create websites using Hugo, Bootstrap, SharePoint, and HTML5/CSS3/JavaScript
- Illustrate print and digital marketing campaigns using Adobe Creative Suite

Freelance Marcom/Content Writer   2013 – present
Academic Partnerships; American Health Information Management Association
- Research and write content to drive traffic and improve SEO
- Adaptable: published over 120 content marketing articles online as well as a book chapter, eBook, and technical journal articles.

Senior Technical Writer   2016 – 2017
The Home Depot
- Wrote all documentation for Home Depot's Infrastructure Services Catalog, the hub for HD IT services
- Served over 2,000 corporate and engineering clients, providing clear, concise process documentation
- Designed and illustrated infographics and animated videos for Project Management Office

Instructor of Technical Communication   2001 – 2015
University of South Alabama; Bellevue College; University of Texas at Austin
- Led over 100 teams of ~20 to produce persuasive and informative deliverables, both print and online
- Developed and publicly presented curricula in technical documentation, rhetoric, and digital communication
- Instructed adults in digital publishing, including video games, websites, and eBooks

Assistant Editor   2012 – 2015
Kairos: A Journal of Technology, Rhetoric, & Pedagogy
- Guided scholars in visual, UX, and content design for digital-born, peer-reviewed publication
- Edited HTML5, CSS3, & JavaScript for clarity and functionality
- Adhered to conventional style (APA, MLA) and accessibility (508, W3C) guides

Technology Commercialization Researcher   2013
IC^2
- Traveled to Suwon, South Korea to conduct participant observation and interviews
- Published 3 peer-reviewed articles on activity of business pitches for in/effective strategies
- Consulted startups in IC^2's incubator program on effective presentation techniques

EDUCATION

Ph.D. in Rhetoric & Writing and Digital Literacies & Literatures, University of Texas at Austin   2016

M.A. in English, Writing; University of South Alabama   2002

B.A. in English; University of South Alabama   2000