Scott Salvatierra

BRAND DESIGNER · BRAND TO LIVE SITE

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PROFESSIONAL SUMMARY

Brand designer with 10+ years of building brands from the name up: identity, web, merchandise, and marketing. I ran my own apparel brand for five years and now do brand and web work for small companies, from a new startup to a local contractor. I design the system in Figma and ship it live in a CMS like Framer or as code built with AI tools, so direction doesn't stall at handoff.

PROFESSIONAL EXPERIENCE

Independent Brand Designer & Creative Director Feb. 2024 - Present

Freelance & Contract | Chicago / Remote

- Built the brand identity from zero for Secure Digital Promotions, a newly founded Chicagoland promotions startup: logo system, color, type, and guidelines in about two weeks. The client paid above the quote.
- Directed three rounds of SDP's website design that the team carried into its live site, then built the direction as a working front end with Claude Code to propose a faster design-to-dev path.
- Designed the website for Roll X, a local painting & remodeling contractor, then designed and launched its restoration service page (rollxpros.com/restoration) in Framer, with no developer.
- Delivered a visual and WCAG accessibility audit of a national brand's sweepstakes site through a promotions agency, with an AA-compliant color recommendation.

Marketing & Brand Design, Special Projects Dec. 2019 - May 2020

Campus Ink | Champaign / Remote

- Built the company’s first working email-marketing system: deduplicated and segmented a dormant list of 8,000+ contacts by client type and routed them into Klaviyo funnels by event and profile.
- Recommended Klaviyo over Intercom, an enterprise platform quoted at about $70K a year, which kept cost tied to actual send volume.
- Led brand direction for a planned, licensed University of Illinois apparel store, and took a rushed event merch collection from design to printed garments within days.

ENTREPRENEURIAL EXPERIENCE

Founder & Creative Director Aug. 2017 - May 2022

Champaign’s Finest | Champaign / Remote

- Founded a campus apparel brand on $50 and built it end-to-end: name, identity, Shopify store, and Klaviyo email campaigns, on about $30 of paid ads over five years.
- Grew Instagram from ~800 to 4,000+ followers within a year (2019-2020) by shifting to hyper-local campus content, and to 8,000+ by mid 2022 with a team of campus reps.
- Created close to 100 designs across 100+ SKUs and expanded into cut-and-sew jerseys, caps, and bucket hats, guided by Instagram polls and rep feedback.
- Designed the store mobile-first for an Instagram-driven audience, and partnered with Campus Ink as manufacturer on a licensed collaboration drop.

EDUCATION

University of Illinois Urbana-Champaign | Bachelor of Science in Media and Cinema Studies, Concentration in Media

SKILLS

Brand: Identity Systems, Brand Guidelines, Naming, Art Direction, Merchandise Design, Email Marketing
Design & Build: Figma, Adobe Illustrator, Photoshop, Framer, Shopify, Klaviyo, Claude Code, Next.js, Vercel
Languages: English (Native), Spanish (Proficient)