

SCOTT SELTVEIT

Senior Graphic Designer—
Brand Identity
Campaign & Experiential Design

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CORE EXPERTISE

- Integrated Campaign Development
- Creative Direction, Messaging
- AI-Assisted Ideation & Development
- Cross-Channel Brand Campaigns
- Presentation Design & Creative Strategy
- Brand Identity Systems
- Art Direction | Digital, Print & Experiential
- Environmental & Experiential Graphics
- Hospitality & Entertainment Design
- Illustration & Photo Compositing
- Event Branding
- Editorial & Publication Design

SELECTED CLIENTS & ORGANIZATIONS



NORDSTROM



PROFESSIONAL SUMMARY

Senior visual designer, illustrator, and brand systems specialist with 25+ years of experience developing integrated branding, campaigns, experiential graphics, event identities, promotional systems, and marketing materials across entertainment, hospitality, civic, nonprofit, and corporate sectors.

Known for concept-driven design work that balances creativity, clarity, and business relevance across print and digital applications. Experienced leading projects from initial concept through final execution for organizations including Boeing, Amazon, Caesars Entertainment, Seattle Center, Downtown Seattle Association, and regional cultural institutions.

EMPLOYMENT HISTORY

Caesars Entertainment

Senior Graphic Designer | 2023–2025

Developed integrated campaign, branding, and promotional systems for Caesars Entertainment properties across hospitality, entertainment, nightlife, retail, and gaming environments. Created cross-platform visual identities, large-scale graphics, venue branding, and promotional campaigns spanning print, digital, environmental, and on-property applications. Regularly developed campaign concepts, headlines, and presentation materials while incorporating AI-assisted illustration and compositing workflows into creative development. Collaborated with executives, clients, marketing teams, and fellow designers to present multiple creative directions and guide projects from concept through final execution across a wide range of branded experiences.

TCi Design + Branding

Lead Designer | 2005–2019

Designed integrated visual systems for regional, national, and international clients across civic, cultural, entertainment, and corporate sectors. Created branding systems, environmental graphics, annual reports, campaign materials, illustration, and promotional assets for organizations including Boeing, Amazon, Seattle Center, Downtown Seattle Association, and Alliance for Pioneer Square.

Contract Designer

Landor Associates, Tim Girvin, Nordstrom, and others | 2003–2005

Worked with agencies, retailers, hospitality groups, and entertainment clients on identity systems, packaging, environmental graphics, branded merchandise, and promotional campaigns. Developed concept illustration, packaging design, signage concepts, collateral systems, and presentation materials for clients including Microsoft, Nordstrom, Caesars Palace, and related hospitality and retail brands.

Displaymaker Productions

Exhibit & Environmental Designer | 1995–2003

Designed custom trade show exhibits, branded environments, signage systems, retail kiosks, and large-scale environmental graphics for corporate and promotional clients. Collaborated closely with fabricators and production teams to develop physical environments and event graphics, including Boeing rollout events and experiential systems.