

# al smith

Phone: Available upon request

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## Graphic Designer

I am a passionate and dynamic graphic designer with a knack for out-of-the-box thinking. I specialize in creating impactful print and digital media designs and developing innovative branding solutions that elevate brands to new heights.

### Skills:

Print Design	* * * * *
Digital Design	* * * * *
Design Principals	* * * * *
Typography	* * * * *
Page Layout	* * * * *
Email Marketing	* * * * *
Prepress	* * * * *
Time Management	* * * * *
Proofing & Editing	* * * * *
Collaboration	* * * * *
Communication	* * * * *
Problem Solving	* * * * *

### Software:

Adobe Illustrator	* * * * *
Adobe Photoshop	* * * * *
Adobe InDesign	* * * * *
Adobe After Effects	* * * * *
HTML/CSS	* * * * *
Figma	* * * * *

### Education:

#### Kendall College of Art and Design - Grand Rapids

August 2014- May 2017

BFA in Graphic Design with a minor in Printmaking

### Fun Facts:

The Hyrax is my favorite animal.

I have a dog named Spooky Boy Jackson

I have never gotten a speeding ticket

### Experience:

#### One Stop Inc - Graphic Designer

July 2022 - Present

- Created & designed email campaigns for over 60 fashion and accessory brands generating an average of \$100,000 in revenue
- Develop eye-catching website banners on a biweekly schedule.
- Collaborate closely with the digital media marketer to create cross-platform advertising campaigns
- Lead the re-design of the annual company supply catalog
- Produced three highly effective digital seasonal style guides that increased website traffic
- Consistently deliver high-quality work under tight deadlines and a fluid schedule
- Established branding guidelines for the company and its clothing brand
- Became proficient in Adobe Animate, After Effects, and Premiere to produce dynamic motion graphics for digital designs, expanding marketing capabilities and increased customer engagement.
- Managed the daily operations of the marketing team during the absence of the marketing manager on maternity leave.

#### K&J's Apparel & Promotions - Graphic Designer

June 2018 - July 2022

- Connected and collaborated with clients to bring their designs to life.
- Created mock-ups for customers prior to production, resulting in a decrease in printing errors.
- Digitized handmade artwork and prepped for screen printing, leading to an exponential expansion of the client rate.
- Maintained quality of designs while working on multiple projects.
- Worked directly with screen printers, ensuring timely delivery of products.

#### Freelance - Graphic Designer

December 2017 - Present

- Designed eye-catching album covers, engaging social media content, and innovative logos
- Meticulously aligned design elements with client vision.
- Transform concepts into impactful designs, boosting brand engagement.
- Collaborated closely with clients, offering creative insights.

#### Paradigm Design - Admin Assistant/Jr. Designer

August 2017 - December 2017

- Assisted principal designer with projects.
- Cleaned up, color-shifted, and manipulated hand drawn architectural drawings
- Undertook the role of editing photos for the website.
- Created in-house designs for company outings.