

SMITTY aka JEFF SMITH

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EXPERIENCE

Freelance Art Director + Designer

2012 – Current | Los Angeles, CA

Manages all aspects of all types of creative/branding/digital projects, from estimating a project to seeing it roll off the assembly line or go live.

Senior Designer : ds+f

2009 – 2013 | Washington, DC / Los Angeles, CA

Created and managed every aspect of Print and Web projects from concept to completion, including working directly with clients and vendors. Continued to work on projects with clients after moving to Los Angeles in the Fall of 2012.

Contract Art Director : Progress Energy

2008 – 2009 | Raleigh, NC

Directed projects of varying scope within corporate in-house communications department of major utility company. Updated existing branding parameters including typography and color usage. Developed unique direct-mail pieces as well as internal interactive modules for human resources.

Art Director : Anoroc

2003 – 2008 | Raleigh, NC

Managed design team and projects as creative lead, working within budget and scheduling requirements. Conferred with agency heads to discuss client requirements and to coordinate creative activities. Reviewed all creative materials, and managed quality control measures over outside vendors. Organized and maintained all aspects of working studio.

Designer, Finished Artist : McKinney

2001 – 2003 | Raleigh, NC

Aided lead creatives on national brands. Developed visual concepts for presentations by retouching imagery, working out layouts and researching. Took layouts from rough to mechanical stage as print-ready art for all national publications.

Designer : Tradeshow Direct

1999 – 2001 | Harrisonburg, VA

Concepted for tradeshow exhibits. Produced large format prints and assembled various displays while finishing school. Assisted with renovation of office in old warehouse downtown.

SKILLS

Intellectual

Art Direction

Design

Branding

Strategy

Project Management

Technical

Adobe Creative Suite

CSS, HTML, Wordpress

Physical Mockups

Press Checks

BRAND EXPERIENCE

Jane Goodall Institute

University of Southern California
(USC, School of Cinematic Arts)

Foundation for the National
Institutes of Health (FNIH)

Starbucks

Nasdaq

Audi of North America

US Bobsled and

Skeleton Foundation

Arthur (Marc Brown Inc.)

Bubel Aiken Foundation

Carlson Worldwide

T.G.I.Friday's

Panasonic

Kennemetal

Society of the Plastics Industry
(SPI, NPE)

National Association
of Broadcasters (NAB)

EDUCATION

1997 – 2000

James Madison University : Harrisonburg, VA

Bachelor of Fine Arts in Advertising and Graphic Design, May 2000

Minor: Art Education, Licensure K-12

1995 – 1997

Virginia Commonwealth University : Richmond, VA

Art Foundation Program