



Kristen Smith



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www.smithdesignstudios.com/portfolio



LinkedIn Profile

education

North Carolina State University College of Design

Bachelor of Environmental Design
in Graphic Design, Spanish Minor
May 1995 – GPA 3.49 Cum Laude

Center for Multicultural and Bilingual Studies

Spanish language study abroad in
Cuernavaca Mexico – Summer 1992

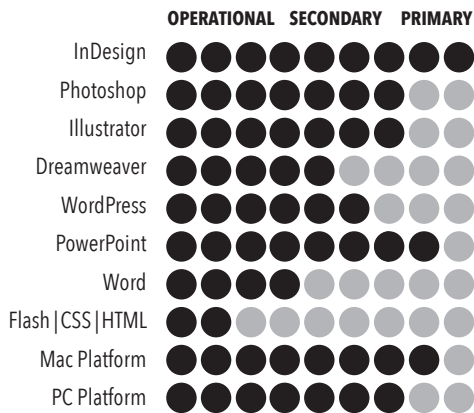
Wake Technical Community College

Continuing Education
Adobe Flash – Spring 2005

Continuing Education Online

Courses include comprehensive WordPress,
comprehensive PowerPoint, Illustrator,
Creative Cloud 2014 Features, Intro to CSS,
Responsive Website Design, Prezi, and
Interactive InDesign Features

proficiency



Graphic & Print Design • Website Design

Brand Management

Print Production

Typography & Illustration

Search Engine Optimization

Internet Advertising

Social Network Campaigns

Project Management

areas of expertise

- Design and produce custom creative collateral
- Create and apply branding solutions
- Meet with clients to determine needs and goals
- Develop and present concepts and revisions
- Create strategies for website and print designs
- Collaborate with team members
- Hire and direct vendors and designers
- Manage multiple projects and time lines
- Consistently meet deadlines
- Create contracts, proposals and schedules
- Reduce costs and improve turnaround time
- Budgeting, billing and collections

experience

PPD–Pharmaceutical Product Development

Senior Graphic Designer

Morrisville NC • August 2013 to Present

Smith Design Studios

Creative Director, Graphic & Website Designer

Raleigh NC • March 1996 to August 2013

Agency Experience

- Net-By-Design
- Netsertive
- MSA
- Adstreet
- Smith Advertising
- Marketing Partners
- Vision Factory
- Hardin & Bowles
- Garr Media Solutions

BtB Marketing Communications

Graphic Designer

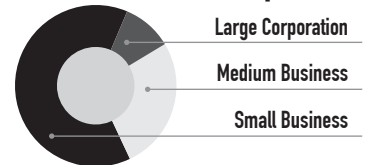
Raleigh NC • June 1995 March 1996



clients

- Intelligent Electronics
- Rival Health
- Tumbleweed Pottery
- Angus Barn
- YWCA Gateway of Winston-Salem
- John R. McAdams Company
- Centex Homes
- Pan-Lutheran Ministries
- South Hills Merchants Association
- CII Associates
- Explore! Art & Music School
- Athletic Edge
- North Carolina Retired School Personnel
- Lazy Lizard Travel Agency

client profile



time line

