

Kristen Smith *Graphic & Web Designer*

education

College of Design, North Carolina State University, Raleigh NC

Bachelor of Environmental Design in Graphic Design — Graduated May 1995

Cum Laude GPA 3.49 — Graphic Design Major and Spanish Minor

Center for Multicultural and Bilingual Studies, Cuernavaca Mexico

Spanish language study abroad — Summer 1992

Wake Technical Community College, Raleigh NC

Continuing Education — Adobe Flash — Spring 2005

Continuing Education Online

Courses include comprehensive WordPress, comprehensive PowerPoint, Illustrator, Creative Cloud 2014 Features, Responsive Website Design, Prezi, and Interactivity for InDesign

work experience

SENIOR GRAPHIC DESIGNER, PHARMACEUTICAL PRODUCT DEVELOPMENT, MORRISVILLE NC

Senior Graphic and Brand Designer for PPD. Includes creation of brochures, white papers, infographics, website graphics, tradeshow graphics, advertising, social media graphics, internet advertising and email graphics and other marketing materials.

- Refine and expand the PPD corporate brand
- Reduce costs and turnaround time by providing services in-house
- Determine goals and scope of projects
- Understand target market and create appropriate strategies
- Develop and present concepts & revisions for multiple projects, start to finish
- Consistently meet deadlines

AUGUST 2013 TO PRESENT

CREATIVE DIRECTOR, SMITH DESIGN STUDIOS, RALEIGH NC

Graphic & Print Design - Design and produce custom brochures, catalogs, mailers, logos, business cards, corporate collateral materials, package design, book design, trade show graphics, and billboards. Full printing production. Concentration in retail catalog, real estate marketing, medical equipment marketing, non-profit and technology, with far reaching experience into multiple other markets. MARCH 1996 TO PRESENT

Web Site Experience - Design and production, site structuring, SEO, built in Dreamweaver and WordPress. Familiarity with Flash animation, CSS and HTML. Collaborated in development of complex sites that include Flash, dynamic database rendering, e-commerce and more. 1998 TO PRESENT

Internet Advertising Campaigns - Google AdWords services including account management, keyword development set up, ad design and implementation; other miscellaneous internet ad development and social network ad development. 2009 TO PRESENT

Social Media Marketing includes creation of brand coordinated graphics for the major social media sites, graphics for specialized campaigns and imagery and content posting. 2012 TO PRESENT

SMITH DESIGN STUDIOS CONTINUED ➡

tel 919-858-8287

web www.smithdesignstudios.com

email ksmith@smithdesignstudios.com



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- Meet with clients to determine their goals and the scope of their projects
- Gain understanding of client target market and create appropriate strategies
 - Develop and present concepts & revisions
 - Open communication with clients & vendors throughout the design process
 - Manage multiple projects, start to finish
 - Consistently meet deadlines
 - Select and hire vendors, designers and other marketing professionals as needed
 - Give creative direction and successfully incorporate the ideas of others
 - Coordinate relationships with clients, writers, designers, printers and other vendors
 - Create contracts, proposals & schedules
 - Purchase and upgrade computers, software & peripherals

agency experience

NETSERVIVE

Internet campaign agency in RTP, NC specializing in Adwords advertising

MSA

Web and Print Design agency RTP, NC specializing in retail and education advertising.

NET-BY-DESIGN

Web Development company in Cary, NC specializing in Builder, Real Estate, Technology, E-Commerce, and other web design

ADSTREET

Web and Print Design agency in Raleigh, NC specializing in Real Estate advertising

BTB MARKETING COMMUNICATIONS

Web and Print Design agency Raleigh, NC specializing in Business to Business advertising.

SMITH ADVERTISING

Web and Print Design agency in Fayetteville, NC specializing in Travel and Convention & Visitors' Center advertising.

GARR MEDIA SOLUTIONS

Specializing in Video Presentations for conferences and the internet in Raleigh, NC

HARDIN & BOWLES ADVERTISING

Web and Print Design agency in Raleigh, NC

MARKETING PARTNERS

Web and Print Design agency in Cary, NC specializing Real Estate Advertising

VISION FACTORY

Multi-media, Web and Print Design agency in Apex, NC specializing in Technology advertising

GRAPHIC DESIGNER, BTB MARKETING COMMUNICATIONS, RALEIGH NC

- Design and produce ads, brochures and mailers
- Production of comps for delivery to clients
- Art direction of photographers and freelance illustrators
- Attend and participate in brainstorming sessions

JUNE 1995 – MARCH 1996

proficiency

Primary	InDesign, Photoshop, Illustrator, WordPress, PowerPoint
Secondary	Dreamweaver, Word
Operational	Flash CSS HTML.
Platform	Macintosh PC

portfolio www.smithdesignstudios.com/portfolio

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