

erik smith **DESIGNER**

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OBJECTIVE

To acquire an art director position that will allow me to apply creative problem solving at a company within the advertising industry. I am interested in a position that will consistently challenge my skills and creative abilities as well as allow me to be an integral part of a creative team.

EMPLOYMENT HISTORY

2011-Present ■ Art Director ■ Marketing Support Inc. (MSI)

Responsibilities: Develop and execute creative concepts according to creative brief requirements for leading brands across all media. Brainstorm with design teams to communicate design visions and rationale clearly clients needs. Supervise, manage and direct photo shoots while remaining within budget. Lead and manage multi-SKU projects, while collaborating and directing junior designers, retouchers and print production teams. Other responsibilities included color theory, typography, brand maintenance and 3-D rendering.

2007-2011 ■ Senior Production Artist ■ Marketing Support Inc. (MSI)

Responsibilities: Responsible for design pull-thru for multi-SKU projects. File prep and oversee brand quality control while collaborating with project management to meet print deadlines.

2005-2007 ■ Freelance Designer ■ Self-Employed

Responsibilities: Collaborated with a wide range of clients as lead designer and production artist, overseeing a variety of projects both onsite and offsite.

2001-2005 ■ Designer ■ Apartments.com

Responsibilities: Worked on both micro-site and web banner design and pull-thru. Also worked on the national ad campaign execution.

SPECIALITIES

Print: Corporate/Brand Identity Development, Logo Development, Packaging, Brochure, Catalog, Direct Mail, FSI, B2B Mailings, Event Collateral, Trade Show Displays, POS Signage, Packaging Label Design, OTC Design, Posters, Outdoor Signage

Web: Front-End Website Design, Web Banners, Wire Frame Development, User Experience, Email Template Design, E-blast Design, Word Press

TECHNICAL SKILLS

Mac and PC Platforms

Proficient in Illustrator, Photoshop, InDesign and Acrobat. Experience with four color files as well as files using PMS, die-cuts and folds. Some working knowledge of Dreamweaver, Fireworks and Microsoft Office Suite. Knowledge of HTML, FTP and CSS.

EDUCATION

Kansas State University
B.F.A. Graphic Design
1999

CLIENT LIST

Ace Hardware
Apartments.com
Beauty Brands
Bed Bath & Beyond
Better Business Bureau
Carex Health Brands
Cars.com
Center for Investigating
Creative Minds
The Chamberlain Group
Craftsman
DieHard
Elkay
The Home Depot
Hunter Fan Company
LiftMaster
Kenmore
MasterBrands
MB Financial
Northland Laboratories
Paslode
Premier
Serta
Steamist
Tractor Supply Co.

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