smart
DESIGNS

smart-designs.me
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EXPERIENCE

Zimmerman Advertising | Production Artist   2023 - PRESENT
- Create marketing deliverables for clients such as AutoNation, McDonalds, Five Below, Jets Pizza, Office Depot and JetBlue Travel
- Create artboards and provide art direction for TV Spots.
- Collaborate with a creative team to produce online videos.
- Develop and present concepts.

City Furniture | Sr. Communication Designer   2018 - 2023
- Create marketing deliverables; print, digital, social media, email, video and web assets.
- Collaborate with a creative team to create quarterly catalogs.
- Create blogs using Wordpress.

BrandStar | Graphic Designer   2017 - 2018
- Create social media campaigns, advertising and web graphics for Lifetime TV shows.
- Assist with updating Wordpress sites.
- Work closely with a creative team and copy writer to produce campaigns, collateral and marketing media.

Media Connect Partners | Sr. Graphic Designer   2014 - 2018
- Create ads, collateral, website material, presentations and eye catching designs for social media platforms.
- Collaborate with internal team members and clients to ensure each project is done in a timely and effective manner.
- Mentor other designers.

First Service Residential | Web Designer   2012 - 2013
- Fixed HTML and CSS files.
- Redesigned website & implemented new design.
- Designed different web templates and mobile sites.

Speedy Print | Graphic Designer   2010 - 2011
- Created business cards, banners, catalogs, calendars & flyer layouts along with logo and promotional designs.
- Collaborated with clients & provided customer service.

EDUCATION

The Art Institute of Fort Lauderdale, FL   MARCH 2014
- Bachelor of Science in Advertising

The Art Institute of Fort Lauderdale, FL   DECEMBER 2011
- Associate of Science in Web & Interactive Media

The Art Institute of Fort Lauderdale, FL   MARCH 2010
- Bachelor of Science in Graphic Design

SOFTWARE COMPATIBILIY

Ai   Ps
Id   Ae
(Sketch)   (Figma)
(WordPress)   (Publisher)

SKILLS

- Art Direction
- Layout
- Print Design
- Logo Design
- Web Design
- Catalog Design
- Digital Illustration/Design
- Social Media Marketing
- Product Design
- Banners & Invitations
- Typography
- T-Shirt Design
- Collateral Design
- Image Manipulation
- Branding
- Concept Development
- I.M.C Plans
- Market Research
- Case Studies
- Collaboration