

ADDY SMITH

SCHOOLING

Bachelor of Fine Arts

George Mason University,
Fairfax, VA

B.F.A. with a **concentration in
Graphic Design**

TOOLS

- Adobe Creative Suite
- Quark Xpress
- html, xhtml, CSS, jQuery
- Coda
- Wordpress

I work on a Mac platform

www.addysmith.com

www.behance.net/addysmith

smith.addy@gmail.com

703.507.0110

Charleston, SC

I'm a senior level graphic designer — a passionate creative with both the skills and track record for translating complex concepts into well-branded, successful campaigns. I have both agency and in-house design experience and have had the opportunity to work with a variety of clients to help produce exciting and individualized marketing and identity results.

EXPERIENCE

Freelance Web and Print Designer

2011-present

Design and develop professional web and print solutions to include: websites, email marketing, brand materials, guidelines & logo design, corporate collateral, brochures, invitations, newsletters, gala and event programs and materials, tradeshow booths and signage, corporate presentations, proposal design and package design.

Clients Include: ACS Creative, American Heart Association, American Office, Carmella's, MESH Intl, March of Dimes, International Special Event Society, DMC Alliance, Destination DC, Social Fuel, Sodexo, Certify, Vires Capital

Senior Graphic Designer

ACS Creative | Fairfax, VA | 2010-2011

- Design and develop professional solutions for a variety of clients. Specializing in print, web, UI Design, advertising, identity, branding and Brand Management.
- Project manage campaigns from conception to implementation, working with both clients and backend developers directly
- Maintain existing client projects as well as creating new pieces to seamlessly integrate into pre-established brands.

Senior Graphic Designer

THE CENTECH GROUP | Falls Church, VA | 2009-2010

- Create technical illustrations and business graphics for corporate proposals
- Design and develop graphic solutions for corporate collateral-including: brochures, folders, tradeshow signage, online and print advertisements, awards certificates and company presentations
- Maintain weekly updates to the corporate web sites and intranet

Graphic Designer

CSI-Capitol Services, Inc. | Falls Church, VA | 2004-2009

- Responsible for the design and implementation of all print and web related materials for both client and in-house use.
These included: event collateral (invitations, programs, signage, floorplans, advertisements, etc.), sales presentations and storyboards, tradeshow materials and displays, online tour and conference registration, corporate web design and Internet marketing (web blasts), list maintenance and organization, information architecture
- Affiliate and in-house marketing, branding and identity solutions