

# GREG SMITH

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**CREATIVE DIRECTOR, DESIGNER, FRONT-END DEVELOPER, ILLUSTRATOR**

## PROFESSIONAL EXPERIENCE

BuildingOnline Inc, Dana Point, CA 2004 - present

### **Creative Director**

- Created and implemented a phase-based project process for all work
- Mentoring a team to maintain design and front-end development standards
- Communicating with clients to establish project goals, priorities and deadlines
- Prioritizing project scope and deliverables with team members
- Designing and building custom front-end frameworks
- Designing and building custom Wordpress themes
- Responsible, on all projects, for some or all: brand development, project management, information architecture, creative/art direction, user interface design, front-end development
- Presenting work to clients through all project phases

### **Freelancer Designer** 2005 - present

Over the years, I've taken on various interactive design projects, in addition to my full-time agency work, serving clients in various fields. Clients include: CARROTS Boutique, Coca Cola, Drive Graphics, Elum Designs, Fuller Ingredients, iDONATEpro, Kindle Design, Lako Tool & Manufacturing, Laz Parking Service, Pereira & O'dell

BuildingOnline Inc, Dana Point, CA 2002 - 2004

### **Designer**

- Helped plan and schedule projects
- Communicated with clients to establish project goals, priorities and deadlines
- Defined project scope and prioritized deliverables with team members
- Responsible, on all projects, for some or all: brand development, project management, information architecture, creative/art direction, user interface design, front-end development
- Presented work to clients through all project phases

MusicZone, Taipei, Taiwan 1999 - 2000

### **Designer, Editor**

An online music portal serving the Greater China consumer market, funded by China.com and PSI Net.

- Worked on the design team to provide support for: branding, marketing design, user interface design
- Conducted user demographic research
- Responsible for English language copywriting & editing

## EDUCATION

**The Art Institute of Southern California** Laguna Beach, CA 2000 - 2002

(Renamed in 2002: The Laguna College of Art & Design)

**Major:** Illustration / **Minor:** Graphic Design

**San Diego State University** San Diego, CA 1994 - 1998

**Major:** Journalism / **Minor:** American Literature / **Degree Earned:** Bachelor of Arts

## SKILLS

Strong leadership, presentation, and communication skills; comfortable in client-facing roles; comfortable selling design and justifying design decisions; aggressive problem solver; patient and considerate under pressure; information architecture; art direction; user interface design; Adobe Creative Suite; Sketch; HTML/CSS/SCSS (expert); jQuery/PHP (competent)

## PERSONAL INTERESTS / ACCOMPLISHMENTS

Surfer; oil painter; muralist; studied improv & sketch comedy writing at The Groundlings School in Los Angeles for three years; taught art/illustration/design for four years at ARTS (an art-based youth outreach program) in San Diego, CA

References Available upon request