

GREG SMITH

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CREATIVE DIRECTOR UI 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 (advanced)

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