

# Greg Smith

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## Work Experience      **Creative Director, BuildingOnline** – 2004 - present

- Created and implemented a phase-based project process for all work
- Mentor a team to maintain design and front-end development standards
- Communicate with clients to establish project goals, priorities and deadlines
- Prioritize project scope and deliverables with team members
- Design and build custom front-end frameworks
- Design and build custom Wordpress themes
- Responsible, on all projects, for some or all: brand development, project management, IA, creative/art direction, UI design, front-end development
- Present work to clients through all project phases

**Clients include:** Grohe, Henkel, James Hardie, Lasko, Loctite Products, OSI, Penofin, Woodway

## **Freelance Designer / Front-end Developer** – 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

## **Designer, BuildingOnline** – 2002 - 2004

- 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 direction, UI design, front-end development
- Presented work to clients through all project phases

## Education

**The Art Institute of Southern California**, Laguna Beach, CA – 2002  
**Major:** Illustration / **Minor:** Graphic Design

**San Diego State University**, San Diego, CA – 1998  
**Major:** Journalism / **Minor:** American Literature / **Degree Earned:** BA

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<b>Skills</b>	Strong leadership, presentation, and communication skills; comfortable in client-facing roles; comfortable selling design & justifying design decisions; aggressive problem solver; patient and considerate under pressure; information architecture; art direction; UI design; Adobe Creative Suite; Sketch; HTML/CSS/SCSS (expert); jQuery/PHP (competent)
<b>Personal Interests</b>	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
<b>References</b>	Available upon request