Greg Smith

elmnt.com
greg@elmnt.com
949-257-8520

Work Experience

Creative Director, BuildingOnline – 2004 - present

- Created and implemented a phase-based project process for all work
- Mentored a team to maintain design and front-end development standards
- Communicated with clients to establish project goals, priorities and deadlines
- Prioritized project scope and deliverables with team members
- Designed and built custom front-end frameworks
- Designed and built custom Wordpress themes
- Responsible, on all projects, for some or all: brand development, project management, IA, creative/art direction, UI design, front-end development
- Presented 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 client to establish project goals
- Prioritized project deliverables
- 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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Skills   Strong leadership, presentation, and communication skills; comfortable in client-facing roles; comfortable selling & justifying design decisions; aggressive problem solver; patient and considerate under pressure; information architecture; Adobe Creative Suite; Sketch; HTML/CSS/SCSS (expert); jQuery/PHP (competent);

Personal Interests   Surfer; oil painter; muralist; studied improv & sketch comedy writing at the Groundlings 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