

SAM SMITH

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GRAPHIC DESIGNER/ART DIRECTOR WITH 20+ YEARS OF INDUSTRY EXPERIENCE

PROFESSIONAL PROFILE

A highly skilled, creative, and client-focused Graphic Artist offering more than two decades of wide-spread printing/design industry experience. Accustomed to working under fast-paced, high-volume, time-sensitive conditions with short notice and little or no instruction. Ability to manage multiple responsibilities simultaneously, proactively resolve issues, and consistently exceed established goals. A team-player and leader demonstrating a meticulous attention to detail and a high-level of accuracy and thoroughness. Recognized for capacity to work autonomously as well as collaboratively, function in a dynamic and changing environment, and interact effectively with all levels of support staff and management. Flexible in accepting assignments and responsibility. Superior trouble-shooting, critical-thinking, and problem-solving skills. Strong written, oral, and technical aptitude. Proficient in Macintosh operating systems.

CORE COMPETENCIES

- *Full-Color/B & W Work*
- *Photo Correction/Manipulation*
- *Custom/Digital Illustration*
- *Document/Page Layout*
- *Vendor Sourcing/Selection*
- *Design Planning/Execution*
- *Client Relations/Support*
- *Proposals & Presentations*
- *Photograph/Color Editing*
- *Brand Identity & Awareness*
- *Project Management/Leadership*
- *Graphic/Image Creation & Editing*
- *Typeface Production/Typography*
- *Marketing/Advertising Campaigns*
- *Hardware Maintenance & Support*

EDUCATION

Master of Fine Arts (M.F.A.) Degree in Art
Louisiana Tech University, Ruston, Louisiana

Bachelor of Arts Degree in Art
Major in Advertising Design; Minor Concentration: Photography (Black & White and Color)
University of Louisiana at Monroe, Monroe, Louisiana

PROFESSIONAL CHRONOLOGY

ABC Company <i>Graphic Artist/Graphic Journalist</i>	Any Town, USA	Mar. 1995 - Present
ABC Company <i>Junior Art Director/Graphic Designer</i>	Any Town, USA	Sept. 1992 - Feb. 1995
ABC Company <i>Adjunct Instructor - Graphic Design Department</i>	Any Town, USA	Sept. 1992 - Dec. 1994
ABC Company <i>Art Director/Graphic Designer</i>	Any Town, USA	Apr. 1986 - May 1992

HONORS/AWARDS

- 1st Place Award - Best Use of News/Feature Graphics or Illustrations, 2000 Alabama Press Association, Better Newspaper Contest, ABC Company
- 1994 ADDY Award - Advertising Arts Visual/Logo/Trademark Design, Mobile Convention & Visitors Corporation, ABC Company
- 1994 ADDY Award - Public Service Collateral/Print Material, USA Saenger Series, ABC Company
- 1994 ADDY Award - Industry Self-Promotion/Agency Self-Promotion, ABC Company
- 1993 ADDY Award - Logo Design, The Mobile Convention Center, ABC Company

BREADTH OF KNOWLEDGE

- Black & White and Color Photography
- Internet Operating Platforms through Netscape, FireFox, and Earthlink Servers
- Layout and Paste-Up Design
- Lettering, Illustration, and Drawing
- Logo, Environmental, CD Package Design, and Package Design
- Macintosh Computer Operating Systems
- Operation of NuArc Model VV 1418 Vertical Copy Camera; VGC Pos-One 520 & 720 Color Copy Camera
- Preparation of Color for Production
- Preparation of Color Separations for Reproduction
- Screen Printing

KEY QUALIFICATIONS/HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

- 16+ years experience in the printing industry with knowledge of black and white and 2, 3, and 4-color process.
- Maintained direct responsibility for the production of editorial artwork for a local newspaper; produced artwork to assist in the graphic explanation of the writer’s story through diagrams, charts, maps, and illustrations.
- Worked as the evening Graphics Editor in cooperation with the city desk; provided graphic support to the evening editors in production of the two (2) editions of the ABC Company; utilized the Harris Pagination system on an IBM format.
- Well versed in all phases of production including initial concept and design, photo direction, and electronic prepress for full color or spot color art for print or other media.
- Experienced in mechanical paste up, cutting masks and overlays, and operation of stat camera.
- 9+ years experience as an Art Director, Jr. Art Director, and Graphic Designer for full-service advertising agencies; performed the formation and mechanical preparation of newspaper advertising, brochures, and logo designs.
- Produced a broad-base of marketing materials from conception to completion for clients in the industrial, health services, legal, real estate, and public service sector including international advertisements, corporate brochures, flyers, newsletters, corporate identity programs, and story boards for video commercials and newspaper advertising.
- Served as concept consultant; assessed client needs and requirements, advised and assisted clients on size, colors, and content, and developed and presented customized proposals.
- Innate ability to clearly communicate and enhance the client's message to their target audience.
- Utilized creative skills and organizational principles for photo editing, restoration, color correction, image manipulations, and digital illustrations.
- Supplied and maintained materials and computers in the art department.
- Carried out the creative and graphic production of artwork; scheduled in-house photography sessions, provided art direction, and prepared quotes and cost estimates.
- Taught Basic Graphic Design Principals as well as an advanced course instruction in the Introduction of Computer Layout and Design Principals to classes with up to fifteen (15) students; created lesson plans and performed demonstrations of various tools and materials.

HIGH-PROFILE CLIENTS

- BellSouth Cellular ▪ Courtaulds Tencel ▪ DNY Marketing, Inc. Factory Sales and Engineering, Inc.
- International Paper Company ▪ Milliken Carpets ▪ Mitternight Boiler Works ▪ Mobile Eye Center ▪ Mobile Gas
- Morrison’s and Taylor-Wharton Cryogenics ▪ Reliable Source Computer Programs ▪ The Mobile Convention Center
- The Saenger Theater ▪ The USS Alabama Battleship Park ▪ Therapeutic Technology, Inc. ▪ Ward’s Army-Navy Store

SPECIALIZED TRAINING/PROFESSIONAL DEVELOPMENT

- Introduction to Macintosh Computers

TECHNICAL ADDENDUM/SOFTWARE

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|----------------------------|------------------------|-------------------------|---------------------|
| • <i>Adobe Photoshop</i> | • <i>PageMaker</i> | • <i>Photoshop</i> | • <i>MS WORD</i> |
| • <i>Adobe Illustrator</i> | • <i>QuarkXpress</i> | • <i>Free Hand MX</i> | • <i>OpenOffice</i> |
| • <i>Adobe InDesign</i> | • <i>Adobe Acrobat</i> | • <i>Harris Systems</i> | • <i>HTML</i> |

MILITARY SERVICE

- Captain, United States Army - Field Artillery Branch - Honorably Discharged

References, Portfolio, and Supporting Documentation Furnished Upon Request