

Monica Smith | Resume

Interactive Designer

Contact

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Profile

Interactive Designer with ten plus years of experience in branding continuity & campaigns for Fortune 500 companies. Proficient in CS5. Experienced in all phases of project development, print, web, and video. Ability to engage and deliver to marketers, technical teams, and clients. Supreme managerial and problem solving skills. A born organizer, team player, fun to work with, calm under pressure.

Areas of Expertise

- Large, extended sites
- Branding
- E-commerce
- Typography
- Mobile sites
- Style guides
- Email Campaigns
- Storyboarding
- HTML, CSS, Wordpress
- Motion graphics
- Pitching clients
- Ad production

Professional Experience

Design Consultant | Project Manager 1998 – current

- Web design, ui, and branding for production companies, musicians, mobile apps.
- Storyboarding, concept animations and video projects, organizing production teams.
- Project management, planning, wordpress sites and multimedia presentations.
- Art Direction, video production, casting photo and video shoots, corporate presentations.

Client list: Agile Poet, Digby.com, Possible Worldwide, National Instruments, Serena Williams, AMC TV, AARP, Medstar Funding, Pandicio, Pervasive

MLB.com | Senior Interactive Designer 2001 – 2008

- Interface design and layout for thirty pro baseball team sites.
- Design lead for music sites, e-com sites, editorial packages.
- Video graphics, logo design, and lower thirds for online broadcasting programs.
- Streamlined production process to facilitate multiple project deadlines.
- Lead multi state, multi site production teams of 25+ people

Client list: MLB.com, SNY.tv, NYC.gov, EltonJohn.com, Arod.com

Smallworld.com | Senior Visual Designer 2000

- Interface design and layout for fantasy sports websites.
- Manager of intern program.
- Visual marketing packages for sales pitches.
- Banner ads, email blasts, and print promotions.

Client list: MLB.com, Sporting News, Doritos, Mercedes, Chevy.

Memphis College of Art | Adjunct Professor 1997-1998

- Taught design software and principles, grad and undergrad level.
- Implemented easy-to-understand concepts and hands on experience.
- Encouraged individuals to develop distinct visual style.
- Developed team projects to encourage authentic work experience.
- Conducted motivational continuing education workshops.

Skills

Photoshop
Illustrator
After Effects
Flash
Dreamweaver
Lightroom
Omnigraffle
Keynote
Wordpress
Microsoft Office Suite

Editorial Layout
E-commerce Interface
Project Management
UI & IA
Logo Design

Studio Photography
Video Production
Photo Retouching
Illustration
2D Animation

Spanish

Education

Maryland Institute, College of Art
Baltimore, MD
BFA - General Fine Arts
1990-1994

- Photography Concentration
- Printmaking
- Collage

Memphis College of Art
Memphis, TN
MFA - Computer Arts
1996-1998

- Web Design
- 3D Animation
- Digital Illustration
- Interactive Interface (Director)

School of Visual Arts
New York, NY
Continuing Education
2006-2008

- Flash
- After Effects
- DVD Publishing

*References available upon request