**Michael Smith Designer**

**MichaelSmithPortfolio.com    |    Msmith993@gmail.com  |    (316) 993-7935**

Driven creative designer with over seven years of experience delivering digital and print materials for a variety of diverse clients and industries. Adept at visual strategy, layout development, and production for print and digital media. Excels in client relations, creative direction, marketing design, meeting deadlines. Pursuing a full-time permanent position as a creative marketing professional where I can use my technical, creative and marketing skills to support a great new team and company.

**Work History**

**Graphic Designer / Web Designer September 2010 – Present  
Tri-Win Direct | Addison, TX**

**Responsibilities**

* Designing direct marketing campaigns for clients using industry best practices.
* Designing Tri-Win’s B2B marketing collateral and presentations
* Designing and developing company websites
* Developing creative concepts for multiple marketing platforms
* Producing graphics optimized for use in: web design, print design, digital marketing, pay-per-click advertising, logo design, web animation, email marketing.
* Managing design and development process for new company website.

**Achievements**

* Using direct mail to increase total visitors by as much 9% for a local restaurant franchise when compared to figures from the same period last year.
* Re-designing a company website leading to an increase in visitor conversions by 20%
* Developing a creative design and review process reducing post approval changes by 50%
* Developing a digital marketing program; opening a new revenue source for the company.

**Graphic Designer / Web Designer July 07– Present  
Freelance Projects**

**Responsibilities**

* Creative development for various industries including: real estate, recreation and leisure, family clubs
* Designing and developing websites using WordPress content management
* Branding and logo development for new companies.
* Organic website SEO including social media integration and keyword optimization.

**Achievements**

* Created branding and marketing strategy for a successful new business.
* Cultivated multiple long-term client relationships resulting in repeated business

**Graphic Designer August 08 – September 2010  
Decorator Craft Corporation | Wichita, KS**

Responsibilities

* Designed print catalogs with over 500 products
* Photographed merchandise for catalog development
* Designed and developed HTML email marketing pieces
* Designed and developed company website.

Achievements

* Designed specialty holiday themed online mini-catalogs with an ROI of up to 166%
* Developed a process to partially automate the catalog production process reducing man hours needed to produce a piece by about 12%
* Created a photo archival system reducing duplication of work and wasted man hours.

**Education**

**Bachelor of Arts**Emphasis - Graphic Design  
Wichita State University

**Bachelor of General Studies**   
Emphasis-Communication/ English/ History  
Wichita State University

**Software Skills**

**Adobe Creative Suite**

* InDesign
* Photoshop
* Illustrator
* Premier Pro
* Acrobat
* Dreamweaver

**Web Development**

* HTML
* CSS
* WordPress

**Microsoft Office**

* PowerPoint
* Publisher
* Word
* Excel

**Other**

* Windows OS
* Mac OS
* XM Pie (uCreate}

**Previous and Current Clients include but are not limited to:**

Babes Chicken, CareNow®, Generational Equity, Kingstar Auto Warranty, Santander, Sonic, Southwest KIA, Texas Christian University, Texas Health Physicians, UT Southwestern, HomeVestors.