

Alexander Smith

Designer + Animator + Programmer

Marietta, GA
770-757-8262

alex@alexsmithdesigns.com

Portfolio: alexsmithdesigns.com

SKILLS

Adobe Creative Suite

Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Dreamweaver

Cinema 4D

Python

Design Automation

Octane Render

Microsoft Office

PC and Mac platforms

Motion Graphic Design

Designing for Print

Video Editing

Brand and Style Development

Typography

Color Theory

Layout and Composition

Illustration

Animation (2D and 3D)

Highly Technology inclined

HTML and CSS (Working Knowledge)

Javascript (Working Knowledge)

SUMMARY

I am a driven Graphic Designer, who is adept at managing heavy workloads while focusing on designing creative, visually-appealing graphics. I have an efficient and practiced workflow that allows me to beat deadlines and quickly make complex revisions.

I have undertaken creative projects that required leadership, collaboration, and strong written/verbal communication. My experience has taught me to understand the value of constructive criticism, and the importance of caring for every detail of a design.

I'm also well-versed in the technical aspects of design software and computer technology in general; I am able to quickly achieve fluency in brand-new software and adapt it to existing workflows. I'm also able to leverage various coding languages to automate processes and scale designs.

EXPERIENCE

DIGITAL DESIGNER - THE HOME DEPOT (RICH CONTENT TEAM)

OCTOBER 2018 - PRESENT

Duties:

- Planning and Illustrating rich content for Product Information Pages on the Home Depot website.
- Finding new ways to scale content and reduce friction between data and content creation.

Contributions:

- Created numerous vector illustrations and 3D models of various Home Depot products.
- Planned and created a 3D template in Cinema 4D that can effortlessly render models in a way that matches THD brand standards.
- Planned and created an automated 3D file conversion/rendering pipeline with 3DS Max, Cinema 4D, and Python
- Used Python to create an automated proofing tool for my team.

SENIOR GRAPHIC DESIGNER - ATLANTA CAP COMPANY

JUNE 2016- OCTOBER 2018

Design apparel for large volume orders, from customers nationwide.

Create marketing/promotional materials for the company, both digital and print. Create functional templates that allow other designers to create stunning apparel mockups with minimal effort.

DESIGN EDITOR - GEORGIA SOUTHERN UNIVERSITY STUDENT MEDIA

JUNE 2015 - MAY 2016

Design layouts and graphics for various publications, especially for the front covers of those publications. Teach and guide junior designers in the creation of compelling graphics and layouts. Collaborate with other departments (such as marketing, editorial) to deliver a consistent brand image and enhance readership.

EDUCATION

B.F.A. IN GRAPHIC DESIGN - GEORGIA SOUTHERN UNIVERSITY

AUGUST 2012 - MAY 2016

A.A. IN COMMUNICATION - GEORGIA MILITARY COLLEGE

AUGUST 2010 - APRIL 2012