



M. Jerod Smith

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318.614.6409

STATEMENT:

I am a graphic designer seeking employment in a creative environment. With strong design, typographic and print production skills, I bring everything to the table you would expect from a designer. Possessing a strong blue-collar work ethic, I am enthusiastic about brand building and truly believe that good, concept driven design has the power to make a positive impact on everyday life. I would love to expand my horizons from print to broadcast / motion design, and I am learning everything I can about web design. I look forward to hearing from you and discussing how I can help your company reach its own goals.

EDUCATION:

2003 Louisiana Tech University

Bachelor of Fine Arts; cum Laude; Major in Graphic Design

Cumulative GPA 3.3

1999 Ouachita Christian High School

Cumulative GPA 3.5

WORK EXPERIENCE:

2006–present: Century Marketing Solutions

Position: Graphic Designer

I was brought in to help with the production of print collateral for AmSouth Bank's grand opening packages. I work closely with the client and produce multiple events weekly. Each event includes direct mail, POP design, newspaper advertising, as well as media trafficking responsibilities. I also design advertising and marketing campaigns, an annual report and a variety of other print collateral for Community Trust Bank. Other assignments include brand identities, direct mail campaigns and brochures design. In my short time here, one piece I designed was awarded a Gold Addy.

2003–2005: The News-Star

Position: Spec Artist

Responsibilities included production of daily newspaper advertising, as well as producing spec projects from concept to completion. These were used to help convince prospective clients to advertise in the paper. I also designed several special advertising sections for the paper as well as logos for clients that use the paper for their advertising. Three of the campaigns I created went on to win first place Louisiana Press Association Awards.



2003–present: freelance design work

I have done a variety of freelance work since graduating. The work has included billboards, brand identity, brochures and web design. Beyond gaining technical experience through these projects, I have learned a great deal about working with clients.

COMPATABILITY:

I am skilled in most standard design applications on a Mac platform, and I am not afraid to learn new programs that I am not already familiar with.

Skilled In:

Adobe Photoshop, ImageReady, InDesign & Illustrator

Quark Express

Macromedia Fireworks, Freehand & Dreamweaver

Microsoft Office

Edit some XHTML and CSS.

REFERENCES:

References are available upon request.

A sample of my work can be found at www.mjscreative.com.