

IT'S JUST SIMPLY

# Emily Smith

email: [hello@smitty.design](mailto:hello@smitty.design) | cell: 248.224.2494 | portfolio: [smitty.design](http://smitty.design)

Highly creative and versatile **Graphic Designer & Illustrator** devoted to the creative process collaborating in a team or individually. Adapts to any project from full-scale branding to animation to illustration, even when under the wire. Friends call me Smitty, but you can stick with Emily if you'd like.

## Job Experience

### GRAPHIC DESIGNER LOVES FURNITURE

October 2020 - December 2020

Collaborated with cross-functional team members to design and produce marketing assets like web/UX & emails.

- Designed web banners for lovesfurniture.com.
- Collaborated with other designers, directors, & copywriters to create series of emails.
- Influenced design assets for sale promotions.
- For daily projects, worked with developers, directors, & developers.

### DIGITAL DESIGNER ART VAN FURNITURE

June 2018 - March 2020

Designed digital marketing assets for full-scale promotional campaigns that consisted of web/UX, social media, display ads, & emails. Collaborated with cross-functional team members to design and produce marketing assets.

- Designed 100+ web banners for artvan.com.
- Designed multiple versions of social content for every sale to be tested & deliver highest performing ad.
- Designed and built HTML emails in Salesforce Marketing Cloud weekly that deployed to 1.4 million subscribers.
- Supported strategic partnerships including photographers, photo-retouchers, & copywriters by designing emails, social, display ads and in-stadium graphics.
- Created animated graphics for strategic partnerships consisting of the Detroit Red Wings, Pistons, Tigers, DTE Music Theater, & Chicago Bears.
- Created social & in-stadium graphics to launch Art Van's first loyalty program, ArtVantage Reward to increase share of wallet.
- Planned, designed and executed full creative strategies across the Art Van marketing funnel & website to drive eCommerce traffic and revenue.
- Consistently met strict deadlines while managing multiple campaigns.
- For daily projects, worked with project managers & developers, then expanded to digital marketers & creative directors.
- Designed email invites for galas, catalog launch parties, design workshops, & store grand openings.

### FREELANCE GRAPHIC DESIGNER HARSENS ISLAND DISTILLERY

September 2020 - November 2020

Developed a branded digital experience & other assets that showcase the tasting room, the spirits, & brand of Harsens Island Distillery.

- Created a full UX-responsive website, built to accommodate the future growth of their brand: thehidistillery.com
- Designed labels for their Private Reserve, a specific line of bourbon whiskey.
- Established & maintained project timelines.

### JUNIOR GRAPHIC DESIGNER DESIGN PROJECT CENTER

September 2017 - May 2018

As a student, worked with clients, including the West Michigan Graphic Design Archives.

- Established project goals & concepts by using the design process & UX design techniques.
- Created budgets, project timelines & managed agendas.
- Developed a brand for a recruiting event & implemented a new feature for the WMGDA website.

## Education

### FERRIS STATE UNIVERSITY COLLEGE OF BUSINESS

Graduated May 2018

Bachelors of Science, Graphic Design

Minor in Advertising / Integrated Communications Marketing

## Organizations

### AIGA, PROFESSIONAL ASSOCIATION OF DESIGN

Since September 2016

### TRAVEL SOFTBALL ASSISTANT COACH

Since August 2019

### FERRIS STATE UNIVERSITY VARSITY SOFTBALL

August 2014 - May 2018

## Proficiency



Photoshop • Illustrator • InDesign • AfterEffects • Premiere • Rush • Sketch • Wix Website Builder • TextMate • Salesforce Email Marketing Cloud