







Dan Jae Smith

GRAPHIC DESIGNER

With nearly a decade in the publication, design, and marketing industry, I've enjoyed the collaborative nature of design. I'm willing to put in the extra time and commitment to ensure the final result of a product is communicated effectively, pleases the eye, and meets or even exceeds audience expectations.

CONTACT INFO

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-  danjaesmith

EDUCATION

Shepherd University

Class of 2012
BFA in Art/Graphic Design

BOARD MEMBERSHIP

Treasurer

2018 TO PRESENT
American Advertising Federation of Greater Frederick

TECHNICAL EXPERIENCE

- | | |
|--|-----------------------------------|
| Adobe Creative Cloud <ul style="list-style-type: none">• After Effects, Illustrator, InDesign, Photoshop | Basecamp |
| Google Workplace Suite | Mailchimp |
| Microsoft Office <ul style="list-style-type: none">• Excel, PowerPoint, Word | Buffer |
| | WordPress |
| | Illustration (hand-drawn/digital) |

WORK EXPERIENCE

Senior Graphic Designer (Freelance), Curriculum Associates, LLC • North Billerica, MA (Remote)

May 2021–March 2022

- Oversaw design and layout of vendor-contracted work for the Florida edition of the Magnetic Reading national publication
- Led stakeholder meetings for review and approval of illustrations and photography used in lessons
- Overall review of lesson pages to ensure layout and styles are properly used throughout publication

Graphic Designer, Postern, LLC • Frederick, MD

June 2017–June 2020

- Worked with clients to develop logo designs, including animated versions
- Conceptualized and designed full event collateral, ranging from mobile ads to large scale billboards
- Communicated with clients to develop collateral while maintaining consistent branding and ensured design needs were met
- Managed client social media accounts and developed graphics and photography
- Designed various digital media including motion graphics, email and slide templates, and digital advertisements
- Participated in personal and professional development work sessions

Graphic Designer, Diversions Publications, Inc. • Frederick, MD

May 2012–May 2017

- Designed various print publication collateral such as magazines, local visitor guides, brochures, and client advertisements
- Maintained and updated company websites using WordPress
- Coordinated and directed photo shoots for magazine covers and feature articles
- Worked both independently and collaboratively with design team, editor-in-chief, photographers, and advertising representatives
- Organized multiple projects and publications simultaneously while meeting tight deadlines