



Victor Smith

Freelance Creative Director

EXPERIENCE

2018 -
PRESENT

**BRAND STRATEGIST/CREATIVE DIRECTOR;
VIMPARK CREATIVE GROUP**

I founded VimPark Creative Group (VCG) to better serve my freelance clients. My responsibility on the team is to partner with clients to understand their business goals and deliver content and identity packages that best suit their needs.

2016 -
2018

**GRAPHIC DESIGNER;
THE SHARPER IMAGE**

My primary responsibility was to design marketing banners and emails. I also designed and coded high quality website assets and email blasts. I assisted with the planning and design of sales catalogs and product packaging.

2015

**DESIGNER;
SS DIGITAL MEDIA**

My responsibilities as an intern were to create web icons and banners for various websites. In that role, I had the opportunity to design a logo for a client of theirs.

PROFILE

I am a multimedia designer who specializes in brand and corporate identity. My goal is to become a leader in brand strategy by constantly educating myself and fine-tuning my skills as a designer. Clear communication is the foundation of my design philosophy. My work is very detail orientated and result-driven.

EDUCATION

2016

ART INSTITUTE OF MICHIGAN
Bachelors of Fine Arts; Graphic Design
KUDOS: "Best in Show" finalist

2014

**WAYNE COUNTY
COMMUNITY COLLEGE**
Associates of Applied Science;
Business Administration

PRO SKILLS



HTML 

WORDPRESS 

CSS 

STRATEGIC
PLANNING 

CONTACT

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