

# VICTOR SMITH

Visual Designer

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313.715.9266

mrsmith09@gmail.com

supadupavik.com

## HELLO!

Throughout my career, I have partnered with many start-up brands, including some established businesses, to develop brand strategies and provide high-quality graphics that solve their creative challenges. My goal is to continue crafting meaningful visual identities that prepare brands for success in the market and establish intimate connections the people who support them.

## SKILLS

Brand Strategy  
Graphic Design  
Identity Design  
Print & Layout Design  
CMF Design  
HTML & CSS  
Trend Research  
Photography

## TOOLS

Apple & Windows Platforms  
Adobe Creative Cloud  
Microsoft Office Suite  
WordPress  
Mailchimp  
Figma  
Google Workspace

## OBJECTIVE

Experienced multidisciplinary designer looking to grow professionally and apply my expertise in more leadership roles. With experience in traditional print design and digital user experience to strategic planning and CMF design, I would be a great fit for a creative team with a passion for crafting unique visual identities that drive community around a brand.

## EDUCATION

AUG 2020 - CURRENT

### **Color and Material Design, Master of Arts**

College For Creative Studies | Detroit, MI

AUG 2014 - MAY 2016

### **Graphic Design, Bachelor of Fine Arts**

Art Institute of Michigan | Troy, MI

2016 "Best In Show" Finalist

AUG 2012 - MAY 2014

### **Business Administration, Associate of Arts**

Wayne County Community College | Detroit, MI

## EXPERIENCE

AUG 2020 - CURRENT

### **Creative and Graphic Designer**

*Motown Museum | Detroit, MI*

Provide art direction for creative projects including; communication and graphic design, visual identity, website management, and photography that support the Museum's initiatives and marketing strategies.

- Provided creative direction for the branding of Hitsville NEXT - Motown Museum's programming and educational hub for the newly expanded campus.
- Led the creative teams in redesigning our website and online store which resulted in overall sessions improving by 42% in six months and goal completion rates increasing over 1000%.
- Project managed the design and construction of our satellite retail store while the museum was closed due to the pandemic and expansion construction.
- Redesigned the look of our email communication and implemented a marketing strategy to improve email campaigns; which doubled open rates and the improve click rate.
- Designed motion graphics for Amplify the Sound of Detroit - Motown Museum's annual singing competition which premiered locally on Comcast channel 900 and on our Facebook and Youtube channels.

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JUL 2018 – CURRENT

## **Freelance Creative Director**

*The Elect | Detroit, MI*

Provide creative solutions for clients in various industries in both non-profit and for-profit sectors including; brand strategy, identity design, graphic design, website development, and videography.

- Partnered with stakeholders to develop unique brand strategies that builds a community of engaged supporters and position the brand for success in the market.
- Implemented a new design strategy to expand brand awareness and increase donor support to over \$20,000 annually.
- Collaborated to improve a client's marketing campaign to over 1 million travelers.
- Assisted with the launch of a brand which gained over 800 social media followers within the first month resulting in the client being consistently booked month-to-month.
- Shot and directed multiple video projects to promote clients' products and services, including brand awareness campaigns and music videos.

JUN 2016 – JUL 2018

## **Graphic Designer**

*Sharper Image | Farmington Hills, MI*

Responsible for designing and coding email marketing, and created digital assists for the website.

- Introduced a new web-friendly vector file type that improved the quality of the web graphics.
- Assisted in photographing products and designed packaging and user manuals.

OCT 2015 – DEC 2015

## **Graphic Design Intern**

*SS Digital Media | Troy, MI*

- Assisted with developing websites and designed online advertisements.
- Designed client logos and iconography.
- Animated a virtual character for an e-learning program.

## **HONORS**

2016 – Best In Show; Finalist

The Art Institute of Michigan–Troy