

Allison J. Smith

Art Director / Senior Designer

asmith@smithdeziqn.com

732.859.9122

EDUCATION:

Arizona State University	Bachelors of Fine Arts : Drawing	1999
Monmouth University	Masters in Art Education	1/ 2006
University of the Arts in Philadelphia	Graduate Credits = 15	2006-2007

EXPERIENCE

SWORD Internet Holdings 06/11-07/11

www.sword.com

Freelance User Interface Designer

- Responsible for Internal Web Design for Merchant end
- Creating Print Collateral including: Business Cards, Cover Letters
- Responsible for PowerPoint Designs for Merchants
- Designing interface for flash gaming

http://www.smithdeziqn.com/sword/internal/create_profile.html

Store-All Solutions 01/11 – 07/11

Rubber Maid Products

Freelance Art Director

- Responsible for packaging designs
- Creating Designs for thirty different styles of packaging along with Bar Code and Size Measurements
- Responsible for catalog design, trade show / booth design
- **Successes** : Design all packaging of 60 + designs in 3 week period including, bar codes and weights. Created 2 trade show booths and two pull up banners in 3 weeks time.

QFL : Quest for life 8/10 – 12/10

Freelance Senior Designer

- Responsible for all new design navigation bars and look and feel of new website
- Responsible for all email marketing campaigns and graphic print, logo design
- Responsible for re-design and initial design of the following websites :

<http://www.hcgaltadiet.com/>

<http://www.acainutraberry.com/>

Programs / Code Used : Adobe Suite, HTML, DIV, CSS, Javascript

Process : Creating Wireframes along with design and Information Architecture

Smith Deziqn 11/09 – Present

www.smithdeziqn.com

Freelance Designer for John Thompson 2010

www.smithdeziqn.com/john/index.html

- Creative Director wanted Flash website that could provide his contact and profile on line.

Freelance designer for WSR&R : Watson, Stevens, Rutter and Roy Law Firm 2010

<http://www.watsonstevens.com/>

- Re-Design of website. Design of logo, color theory, site map, links and

navigational elements

Programs / Code Used : Adobe Suite, HTML, DIV, CSS, FLASH

Process : Creating Wireframes along with design and Information Architecture

Freelance Designer for Startup : Blue Ocean Health Insurance **2010**

<http://www.smithdeziqn.com/blue/index.html>

- Design from beginning to end web and print collateral
- Logo Design / Web Design

Freelance designer for Ideal Tile of Ocean **2009**

- Re-design of Zagara Bath and Spa website : www.zagarausa.com
- Creating mailers, postcards and email blasts for Ideal Tile of Ocean

Freelance designer for Avenue Z Graphics **2008**

- Creating embroidery / Screen printing designs
- Creating digital comps for clients

Freelance designer for Bavelle Technologies **2004**

- Creating digital comps for clients
- <http://www.smithdeziqn.com/bavelle/index.html>
Flash Work
http://www.smithdeziqn.com/K_R/K_R.html

TEACHING EXPERIENCE

The Art Institute of York, PA

08/09 – 07/10

Web / Digital Arts Instructor

Educating Digital Media and Web applications.

Teaching the following: Photoshop, Illustrator, Color Theory, Typography, HTML, XML, Web / Graphic Design

Ocean City High School, Ocean City, NJ

12/06 – 07/08

Graphic Arts Teacher

Teaching Advanced Computer Graphics and Graphics Arts to grades 10 -12th.

Designing curriculum that facilitates technology, design & fine art curriculums.

ADVANCED COMPUTER SKILLS:

HTML

XHTML

DHTML

JQuery

Wordpress

PHP / mySQL

JavaScript

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

Microsoft Outlook

Microsoft Access

Microsoft FrontPage

Microsoft Publisher

Vision

Adobe Creative Suite

Dreamweaver

Fireworks

Flash / Action Script

Adobe Photoshop

Adobe Effects

Corel Draw

ADVANCED ART SKILLS

Advanced Drawing / Painting

Advanced Book Making

Advanced Graphic / Web Design

Advanced Mixed Media

References upon request.