



DEREK SMITH

**Sr. Production Artist &
Graphic Designer**

@ ds.designs552@gmail.com

in www.linkedin.com/in/
derek-smith-graphic-design

313.618.1281

BRANDS

- Chevy
- Daytona 500
- Detroit Tigers
- Detroit Red Wings
- Green Bay Packers
- San Francisco Giants
- Amazon
- Spotify

SKILLS

- Adobe Creative Suite
- Brand Strategy
- Digital Asset Management
- Illustration
- Storyboarding
- Video Editing

EDUCATION

International Academy of Design
& Technology —
BFA (Graphic Design)

Henry Ford College —
Associates (General Studies)

PORTFOLIO

dsdesignportfolio.com

EXPERIENCE

Technical Illustrator (contract)

Carhartt - Dearborn, MI.

June 2025 - July 2025

- Created garment illustrations for both digital and print use.
- Facilitated color correction for Pantone printing, specifically for garment tags and other printed media.
- Worked cross-functionally with the Director of Design Resources and other various design teams to achieve the proper aesthetic for the project.

Sr. Studio Production Artist

Commonwealth//McCann - Detroit, MI.

Sept. 2017 - April 2025

- Facilitated the creation of digital advertising assets from drawing board concepts to final product.
- Oversaw the creation / creates digital LED Boards on Chevy's behalf for various sporting events including the 2024 Daytona 500.
- Contributed in the creation of various templates for digital use across multiple teams and design platforms.
- Designed short animations for Chevy.com that showcase / highlight various new vehicle features.
- Created digital assets in conjunction with creative teams for various online advertisements and retouched digital images (photo and vector assets) to comply with brand standards.
- Provided various account teams with layout requirements and redesigned various digital elements within banner tiles.
- Ensured compliance with industry brand standards including correct color usage, product placement, fonts and logos as well as various best practices in regard to brand guidelines.
- Organized digital files for packaging that are sent off to clients across multiple teams including Branding, Certified Service, Promotions and Retail.

Graphic Designer

Dearborn Brewing - Dearborn, MI.

Sept. 2015 - Sept. 2017

- Head of all branding and merchandising ensuring creative aligns with brand goals and industry standards.
- Created the marketing materials to help open the brewery including event posters, beer launch posters, beer taps, coasters and apparel.
- Created can and growler labels for carryout orders and distribution.

Graphic Designer

Industrial Times Inc. - Grand Rapids, MI.

Sept. 2013 - Sept. 2017

- Designed and reformatted digital and print ads.
- Designed branding / printed marketing materials for three subsidiary companies: BTM Industrial, Midway Machinery Movers, and USA Industrial Scrap.
- Performed website updates including auction postings, banner graphic updates and unique individual ads for one-off machinery sales.