

Derek Smith

GRAPHIC DESIGNER



www.dsdesignportfolio.com



313.618.1281



dsdesigns552@gmail.com

BIO

I am a dedicated and motivated individual seeking to grow professionally as a digital designer with over 11 years of experience. I am passionate about design and adhering to brand standards to create digital and traditional designs and assets for my clients.

Professional Experience:

September 2017 — Present

Commonwealth//McCann

Digital Production Artist

- Facilitates the creation of digital advertising from drawing board concepts to final product.
- Oversees the creation / creates digital LED Boards on Chevy's behalf for various sporting events including the Daytona 500.
- Contributes in the creation of various templates for digital use across multiple teams and design platforms.
- Designs short animations for Chevy.com that showcase / highlight various new vehicle features.
- Creates digital assets in conjunction with creative teams for various online advertisements and retouches digital images (photo and vector assets) to comply with brand standards.
- Provides various account teams with layout requirements and redesigned various digital elements within banner tiles.
- Maintains industry brand standards including correct color usage, product placement, fonts and logos as well as various best practices in regard to text and image usage.
- Organizes digital files for packaging that are sent off to clients across multiple teams including Brand, Certified Service, Promotions and Retail.

September 2013 — September 2017

Industrial Times Inc.

Graphic Designer

- Designed and reformatted print ads of various sizes to adhere to size constraints and printing requirements.
- Designed branding materials for both digital and print use for multiple heavy machinery companies.
- Performed website updates including auction postings, the creation of digital assets, publication postings, and web page updates using HTML/CSS.
- Facilitated pre-press operations including photo retouching, color correction, scaling and other operations for both digital and print applications.

December 2013 — Present

Dearborn Brewing

Graphic Designer (freelance)

- Illustrated the DB (Dearborn Brewing) logo as well as created other promotional assets for both digital and print.
- Created various promotional assets such as posters, labels, tap handles, beer collars and much more!

Graphic Design Software

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects

Adobe Premier
Adobe Animate
Figma



Office Software

Microsoft Office Suite
Microsoft Outlook
Windows / Mac Platforms
Ziflow



Education:

2008 - 2012

International Academy of Design and Technology

Bachelors Degree of fine Arts | Emphasis: Graphic Design

2006 - 2008

Henry Ford Community College

Associates Degree | Emphasis: General Studies / Fine Art