

Geoffrey Smith

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Professional Profile

Over 25 years of art direction and design experience, coupled with employment in diverse industries, have made me a very versatile and adaptive designer. With pre-computer production experience and a passion for the technology of computer graphic design over those 25 years, my working style demonstrates a strong mix of traditional design with the infinite potential obtainable from computer design.

I have always preferred to be involved in several, if not all, aspects of a project, as I've found that this over-arching knowledge often helps generate the best possible solution for design, impact, and approval. At the same time, I tend to keep a flexible relationship with clients and other creative individuals with whom I am working, since I have found that a diversity of other ideas blending with mine will always yield positive results.

Utilizing the latest graphic design technology and keeping up with specific industry and graphic design trends and software is always a part of my ongoing desire to improve both design quality and production time.

Design Philosophy

“I believe that one basic challenge always faces the artist when designing for the businesses of the world – from telecommunications to pharmaceuticals, fashion to industry -- each business and product has its own particular feel and personality.

So... one must delve deep; one must understand the business for which one is designing. The artist and designer must embrace this challenge... using the nature of the business to drive the design, whether it be updating and beautifying stiff, pre-existing artwork or working miracles with an idea scribbled on a napkin. The designer must also be completely involved in perpetuating the design across all media, be it web, print, or interactive so one can ensure consistency of message.”

Software Proficiencies

- Comfortable on both Macintosh and PC platforms
- Adobe CS: PhotoShop, Illustrator, InDesign, and Acrobat. Familiar with Dreamweaver, Flash, and Fireworks
- Quark Xpress
- MicroSoft: Powerpoint, Word, and Excel
- Understanding of HTML

Professional Skills

- Strong portfolio demonstrating numerous applications of graphic design and art direction in both print and web media (on-line portfolio available at www.smithgfx.com)
- In-depth print and 4-color process production experience
- Website design and maintenance
- Understanding of production flow and pagination
- Supervision of press runs for printing quality control
- Fostering of one-on-one, client-based working relationships
- Application of both computer software and traditional design tools to meet project goals
- Experience in photoshoot direction, both in-studio and on-location
- Excellent slideshow and presentation skills
- Understanding of design for tradeshow and oversized graphics
- Expertise in computer networking, cross-platform issues, and troubleshooting
- Well-developed written, interpersonal, and oral communications skills
- Ability to prioritize multiple demanding deadlines, often in a hectic production environment
- Excellent organizational, trafficking, and detail-oriented skills

Employment Experience

Smith Graphics

1999 - Present

Principal Partner, Creative Director, Designer, "Man-of-Many-Hats"

- On-going and past freelance design and production for such clients as:
 - Inkwell Communications, Oakmont, PA
 - Vermont Organ Academy, Kilgore, TX
 - Coghill Communications, N. Huntingdon, PA
 - Tractor Internet, Bethlehem, PA
 - Cavanaugh Mktg Network/Crons, Pittsburgh, PA
 - Village Super Markets, Springfield, NJ
 - Black Box Networking, Lawrence, PA
 - ST&L Advertising, South Brunswick, NJ
 - Lucent Technologies, Holmdel, NJ
 - Merial Animal Health, Woodbridge, NJ
 - The Great & Small Shop, Inc., Warren, NJ
 - Allstate Business Archives, Paterson, NJ
 - WBC Industries, Inc., Westfield, NJ
 - CITIBANK, NA, NYC
 - J Walter Thompson, NYC
 - Pavilion Advertising, NYC

H.J. Heinz Company, Pittsburgh, PA

2003 - 2005

On-site Contractor to Heinz as Art Director, Graphic Designer

- Designed and created sales support print materials, direct mail, and ads for Heinz products
- Personally supervised press runs and photo shoots
- Archived and trafficked artwork
- Designed product logos, charts, and illustrations

National Starch & Chemical Company, Bridgewater, NJ

2001 - 2003

Art Director, Graphic Designer

- Fostered one-on-one, client-based working relationship with all NSC business units
- Designed and created sales support print materials, direct mail, and advertisements
- Created impactful electronic presentations and presentation graphics
- Organized and directed on-site and on-location industrial photoshoots
- Worked with photographers, vendors, and freelancers to produce quality materials
- Archived and trafficked all on-going and finished artwork
- Created excellent tradeshow graphics
- Designed product logos, charts, and illustrations for print, web, and tradeshow

Lucent Technologies, Holmdel, NJ.

1997 - 1999

Art Director, Graphic Designer

- Designed and created nationally published and in-house print materials and advertisements
- Collaborated with programmers on design, creation, and layout of Lucent's intranet web sites
- Designed visuals for several campaigns that were used across print, multimedia, and the web
- Archived and trafficked all on-going and finished artwork
- Designed product logos, charts, and illustrations for print, web, and tradeshow

Merck & Co., AgVet Division, Woodbridge, NJ.

1993 - 1997

Art Director, Graphic Designer

- Designed and produced packaging for numerous pharmaceutical products.
- Created published and in-house print materials such as collateral, flyers, journals, advertisements
- Created complex electronic presentations and presentation graphics

Bloomingdale's by Mail, Inc., New York, NY.

1989 - 1993

Desktop Publisher, Graphic Artist

- Designed and produced catalogs and ads with traditional paste up and computer software
- Self-taught Macintosh and other desktop publishing software

Education

B.A. in Studio Art, Moravian College, Bethlehem, PA

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