

# Grayson Smith

Print, Web, Production & Marketing

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925.209.9946

Seattle, WA

## Education ::

**The Art Institute of California :: San Francisco, CA**  
Graphic Design

## Experience ::

### **Girl Scouts of Greater Los Angeles :: 8-2011 to 11-2011**

*Marketing & Graphics Specialist*

Responsibilities include developing fresh and up to date design for all council publications, online campaigns, printed materials, banners, patches, and signage in addition to ensuring compliance with GSUSA brand image and graphic and quality control standards and guidelines. Provide expert advice on web culture, site usage, user experience and email marketing.

### **CyberDefender :: Los Angeles, CA 8-2010 to 7-2011**

*Graphic Designer*

Software design and optimization, iconography, direct marketing design strategy with banner, email, and landing page design resulting in increased conversions. Design and copy writing for campaigns for search engine, radio and TV platforms.

### **Genuine Scooters & Scooterworks USA :: Chicago, IL 9-2007 to 6-2010**

*In-House Graphic Designer*

Duties involve Catalog design and layout, quarterly flier design, product identity, weekly email fliers, front end web design and production, product and packaging design, production photography, signage.

### **Ookla Net Metrics :: Chicago, IL 2006 to current**

*Contract Illustration & Design*

Collaborate with Art Director on custom iconography for various types of applications and data visualization. Assisted in design of rich interactive media for world class presentations including web and mobile applications.

### **PsPrint.com :: Oakland, CA 8-2006 to 7-2007**

*Graphic Designer*

Acted as sole point of contact for all customers through their entire custom print experience from design through pre-press. Editing existing customer work to ensure print readiness.

## Proficient In

Brand Identity  
Custom / Technical Illustration  
Web Design  
Web Production  
Packaging  
Pre-Press  
Iconography  
Email Campaign Direction  
In-Line CSS  
HTML/CSS3/jQuery  
Wireframe / UX

## Proficient With

Adobe Creative Suite  
Acrobat PDF Optimization  
Type Management  
All Popular Operating Systems  
Email Delivery / Web CMS

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