

Michael Smart

Hello! I am a digital designer inspired by vibrant, colorful nature and distant, vast space. My goal is to remove the human/technological barrier through simple, beautiful design.

experience

Bonnier Corporation

Digital Advertising Specialist, 2015 - present

Managed advertisers' digital advertising campaigns for magazines such as Islands, Saveur, Working Mother, and many others.

Viking Training Group

Digital Designer, 2014 - 2016

Rebranded and developed several organizations' responsive websites and user interfaces from concept to implementation.

Lead marketing efforts in designing print and web materials and coordinating/managing SEO, social media, and AdWords campaigns for multiple companies.

American Graphix Solutions

Graphic Designer & Social Media Coordinator, 2014 - 2015

Designed various print media and marketing materials ranging from business cards to tri-folds to banners, for clients such as Universal Studios, Disney, XBRL, True Value, and much more. Also coordinated the company's social media campaigns.

Open Sky Concepts

Web Designer, 2010 - 2011

Coordinated with other digital designers to develop websites and social media campaigns for several local businesses.

education

Southeastern University

Film Studies, 2013

Spfld-Clark Career Technology Center

Multimedia Production, 2008 - 2010

Achieved Adobe Creative Suite and Microsoft Office certification.
(Adobe Certified Associate, Microsoft Office Application Specialist)

capabilities

Adobe Creative Suite, WordPress, HTML, CSS, Javascript, SEO, Social Media, Hoot-Suite, Sprout Social, Google Analytics, MS Office, UI Design, Doubleclick for Publishers