

DANIEL SMITH | *Art Director. Digital & Print.*

DESIGN EXPERIENCE

TAXI (formally VMLY&R/Geometry Global) — Digital Designer — Montreal, Canada — 2019-Present

- Designing digital and printed graphics for Zonnic, Vuse and all Canadian cigarette brands from British American Tobacco, including:
- Art direction and video design. Complete website re-design for each brand. Information layouts. E-mail and social media elements. On shelf packaging. Campaign activation including key visuals, billboards and AR experiences for consumer engagement with product.
- Daily leadership actions, project management, direct client relationship instigator and the management of tight timelines.

Sun Life Financial — Senior Digital Marketing & Communications Specialist — Toronto, Canada — 2018-2019

- User experience design and website development, including coding, architecture and management of current content in WEM.
- User testing, accessibility and creation of interactive and responsive website and app prototypes in Axure.
- Leading and participating in digital projects, managing timelines and scope.
- Ensuring the paperless vision is achieved by creating a simplified user experience, while promoting intuitive digital solutions.

Ziff Davis / AskMen.com — Interactive Multimedia Designer — Montreal, Canada — 2015-2017

- Lead designer for this men's lifestyle publisher's native content. Closely working with product, commerce, editorial and video teams.
- Responsible for conceptual layout design for all branded content, responsive design of dedicated hubs, user interface.
- User experience design for the product, graphic design for printed event material.
- Design and development of rich media native ads using the Celtra, Flite and Sizmek platforms.

The Design Factor — Multimedia Designer — Belfast, Northern Ireland — 2009-2015

- Multidisciplinary role, including, website, graphic, software and user interface development and design.
- Personal management of client portfolios, communicating and consulting directly with clients on development of projects.
- Coordination of cohesive strategies to integrate products with corporate branding, web presence, print and social media.

Cronin Designs — Graphic Designer — Dublin, Ireland — 2007-2008

- Design and development of websites, brochures, stationary and other print forms.
- Effective time management with personal oversight from concept development and production to launch.

EDUCATION

Ulster University — Belfast, Northern Ireland — 2005-2009

BSc. (Hons) Interactive Multimedia Design - 2:1 and Diploma in Industrial Studies

- User interface and experience design, photo editing, 2D/3D multimedia authoring and communication design. Website development using JavaScript, CSS3, PHP, HTML5 and database programming. Entrepreneurship and business skills. Teamwork development.

East Down Institute — Downpatrick, Northern Ireland — 2003-2005

AVCE in Information Communication Technology - Distinction and AS Level Moving Images

- Multimedia design, website design and development, presenting information, systems analysis and database design. Video production, camera work, editing, directing and the specific study of film noir.

VOLUNTEER EXPERIENCE

Santropol Roulant — Volunteer — Montreal, Canada — 2017-2019

- Organisation of events and workshops for a community of people who share the desire to build a healthy social fabric in Montréal.
- Preparation and delivery of hot meals daily across Montréal, responding to the need for greater food security among the elderly.

Young Influencers — Volunteer — Belfast, Northern Ireland — 2014-2015

- Assisting and leading a variety of projects; including public art and design projects, rethinking and use of public space and community engagement between the sectarian divides in Northern Ireland. Founding member of this young professionals networking group; a generation of young innovators, creators and people who has a passion and vision for positive change in Northern Ireland.

Washington Ireland Program / Richfield Productions — Video Production Intern — Washington, D.C., USA — 2007

- The leadership program stimulated a passion for politics, economy, public policy, environment, urban heritage and planning.
- Art direction and editing of corporate videos. Design and development of the company's website, video graphics and stationary.