

DANIEL SMITH | *Art Director - Digital & Print*

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PROFILE

Experienced art director and digital graphic designer with a passion for creating visually compelling designs that engage audiences and elevate brand awareness. Specialises in immersive, interactive user experiences and has a track record of driving engagement and customer loyalty. Known for being results-driven, collaborative, and a creative problem solver. Extensive design experience in lifestyle, architecture, interior design, healthcare, engineering, politics, security, nicotine and vaping products, and finance.

DESIGN EXPERIENCE

Art Director — Freelance Contracts — Montréal, Canada and Belfast, Northern Ireland **2015 - 2023**

- Provided art direction and design for 20+ clients, specialising in digital campaigns, website design, and front-end development. Improved customer experience, brand appearance, and information delivery across all digital channels.
- Mentored and managed 3 junior designers, developing their skills and expertise in various stages of the design process while ensuring efficient project management through workload allocation.
- Managed end-to-end client relationships, ensuring client satisfaction and project success through effective communication, problem-solving, and delivery management.

Digital Designer — TAXI (formally VMLY&R/Geometry) — Montréal, Canada **2019 - 2022**

- Led bilingual digital and print design for multiple Health Canada-regulated brands, ensuring consistent brand representation.
- Successfully delivered 20+ projects and campaigns, achieving consistent brand representation, exceeding quality standards, and driving engagement.
- Managed the end-to-end production of educational videos, coordinating with cross-functional teams, and creating developer-friendly design packages for smooth asset integration.
- Conducted image search, purchasing, and editing to enhance visual appeal across a range of materials and channels.
- Coordinated daily leadership actions, including project and client management, to ensure successful outcomes and client satisfaction.

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

- Led website UX design and front-end development to improve usability and increase engagement, while promoting paperless initiatives. Managed digital projects with a focus on intuitive solutions, timely delivery, and scope adherence.
- Designed interactive and responsive website and app prototypes in Axure, validated through B2C user testing to ensure alignment with user needs. Delivering design packages with full instructions to the development team for effective execution.
- Successfully managed the concept-to-launch process, ensuring consistency, responsibility, and respect for clients' access to finance while providing timely updates and maintaining effective communication.

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

- Led design for branded content, including conceptual and UI layout design.
- Collaborated with video teams and product, commerce, and editorial teams to design and develop native content, including conceptual layout design and responsive design of dedicated hubs.
- Created rich media native ads using Celtra, Flite, and Sizmek.

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

- Designed and developed 30+ websites, software, user interfaces, and printed graphics for in-house designed products.
- Coordinated integrated product strategies with branding, web, print, and social media, ensuring brand consistency via collaboration with industrial, 3D, and graphic designers and engineers.
- Managed client portfolios, communicating with clients throughout project development, fostering honesty and trust.

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

- Designed and developed websites, brochures, and print materials for 10+ clients, overseeing the entire production process from concept to launch.

EDUCATION

Ulster University — Belfast, Northern Ireland

2005 - 2009

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

- Developed proficiency in a range of design and programming skills, including UI/UX design, photo editing, 2D/3D multimedia authoring, website development, and database programming, with a focus on developing entrepreneurship, business, and teamwork skills through a 1-year industrial studies internship program.

East Down Institute — Downpatrick, Northern Ireland

2003 - 2005

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

- Developed skills in multimedia, website design & development, database design, and video production/editing, with entrepreneurship, business, and teamwork development skills learned.
- Video production with a focus on film noir acquired through academic studies.

SKILLS

Print Design

- Logos. Brand guidelines. Stationary. Packaging design. Typography and font selection. Colour management. Layout design for magazines, brochures, and other print materials including, in-store vinyls, window and floor decals. Print production and management. Knowledge of paper stocks and printing techniques. Experience working with printers and print vendors.
- Adobe InDesign, Illustrator, and Acrobat Professional. MacOS.

Digital Design

- Websites and front end development. Mobile apps. Banners and interactive ads. SEO optimisation. Photo editing. Interactive PDF development. Animated email. Social media campaign packages. Software and UI. User experience testing.
- Adobe Photoshop. Axure. Celtra, Flite, and Sizemex Ad Platforms. HTML5, CSS3, PHP and JavaScript languages. Microsoft Office.

VOLUNTEER EXPERIENCE

Santropol Roulant — Volunteer — Montreal, Canada

2017 - 2023

- Assisted in organising and executing bi-annual fundraising events for volunteers and clients, fostering a community of over 100 individuals dedicated to promoting inclusion in Montreal.
- Collaborated with a team of volunteers to prepare and deliver 200+ hot meals per day, 5 days a week, to seniors living in underprivileged areas of Montréal, helping to address food insecurity in the community.

Young Influencers — Volunteer — Belfast, Northern Ireland

2014 - 2015

- Co-founded a community organisation in Northern Ireland that focused on public art, inter-sectarian relationship building, and political dialogue. Led projects to transform public spaces and foster community engagement.
- Helped plan monthly events and workshops to unite a community of 30+ young individuals passionate about change, equality, and inclusion in Belfast.

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

2007

- Participated in a leadership program focused on healing societal divisions in Ireland, developing skills in leadership, public speaking, fundraising, and event planning. The experience kindled a deep new interest in politics, economics, public policy, urban planning, and environmental sustainability.
- Summer internship at a video production company, providing art direction and video editing for corporate videos. Designed and developed the company's website, graphics, and stationary, elevating the brand's professional image.

PERSONAL INTERESTS

Yoga, politics, cycling, art, sunshine, music, dance, theatre, hiking, picnics, running, travelling and making connections.