

DANIEL SMITH | SENIOR DIGITAL GRAPHIC DESIGNER

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PROFILE

Senior Digital Graphic Designer with a talent for crafting high-impact visuals that drive engagement and enhance brand narratives. Combining 18 years of expertise in digital campaigns, branding, UX/UI, and front-end development, I merge creativity with strategy to create seamless, user-centred experiences. Passionate about storytelling through design, I have delivered impactful solutions across industries, from architecture to healthcare.

SKILLS

- **Languages:** English (native), French (intermediate).
- **Digital Design:** Web & UI design, AI image generation, animated emails, social media graphics, photo editing, interactive PDF.
- **Branding & Design Systems:** Typography, colour theory, spacing, consistency, brand guidelines.
- **Marketing & Advertising:** Ad design, social media campaigns, email marketing, audience targeting, conversion optimisation.
- **Print Design & Production:** Layout design, packaging, stationery, vinyls, window decals, paper stocks, print production.
- **UX/UI Design:** Wire-framing, prototyping, usability testing, interaction design, accessibility best practices.
- **Software & Tools:** macOS, Adobe Photoshop, InDesign, Illustrator, Acrobat, Figma, Axure RP, MS Office, Teams, Celtra, ChatGPT.
- **Front-End Development:** HTML, CSS, PHP, JavaScript (basic), SEO, CMS platforms (Shopify, Squarespace, Webflow, Wix).

DESIGN EXPERIENCE

SENIOR DIGITAL GRAPHIC DESIGNER — Freelancer — Montréal, Canada and Belfast, N.Ireland 2015 - 2025

- Led creative direction for over 20 clients across 14 industries, increasing brand engagement by 40%, specialising in digital campaigns, website design, front-end development, and brand identity, enhancing user experience and brand visibility.
- Mentored and supervised 3 junior designers, improving their efficiency by 30% and reducing project turnaround times.
- Managed end-to-end client relationships, ensuring project success through effective communication and timely delivery.
- Integrated AI-driven solutions to streamline workflows and maintain creative excellence across diverse projects.
- Led a diverse range of projects, from large-scale digital campaigns to bespoke web solutions, consistently delivering on time and exceeding client expectations.

SENIOR DIGITAL DESIGNER — TAXI / VML — Montréal, Canada 2019 - 2022

- Spearheaded over 40 bilingual digital and print campaigns, resulting in a 60% increase in consumer engagement and 40% increase in client satisfaction with the agency, maintaining strict Health Canada compliance and consistent brand integrity.
- Produced 5 educational videos in collaboration with developers, helping sales teams navigate product changes.
- Curated and optimised brand image libraries using advanced tools, including AI, to elevate visual appeal across diverse channels and materials. Managed daily project and client expectations, ensuring timely delivery, quality, and high satisfaction.

SENIOR DIGITAL MARKETING & COMMUNICATIONS SPECIALIST — Sun Life Financial — Toronto, Canada 2018 - 2019

- Redesigned 7 digital platforms, increasing engagement by 70% and reducing paper-based processes by 300%.
- Designed 5 interactive website prototypes, validated via B2C user testing, improving UX by 22%.
- Delivered comprehensive design packages with implementation guidelines for developers.
- Managed 12 digital projects with a focus on intuitive solutions, timely delivery, and scope adherence.
- 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 — AskMen / Ziff Davis — 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.
- Designed 20+ rich media native ads, increasing click-through rates (CTR) by 80%.

MULTIMEDIA WEBSITE DESIGNER — The Design Factor — Belfast, N. 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

- Led the design and development of over 20 websites across industries, improving repeat client retention by 140%.
- Created brochures, and stationary for over 30 clients, overseeing the entire production process, from concept to launch.

EDUCATION

ULSTER UNIVERSITY — Belfast, N. Ireland 2005 - 2009

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

- Gained expertise in UI/UX design, multimedia authoring, photo editing, web development, and database programming.
- Completed a one-year industrial internship, developing entrepreneurship, business, and teamwork skills.

EAST DOWN INSTITUTE — Downpatrick, N. Ireland 2003 - 2005

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

- Developed multimedia, web development, database design, and video production/editing skills.
- Studied film noir techniques, refining storyboarding and video editing capabilities.

VOLUNTEER EXPERIENCE

QUEER TECH — Montréal, Canada 2019 - 2025

- Engaged in tech community initiatives focused on diversity and inclusion.

RENCONTRES INTERNATIONALES DU DOCUMENTAIRE DE MONTRÉAL (RIDM) — Montréal, Canada 2023 - 2024

- Welcoming patrons and film makers to the festival. Assisting with events.
- Facilitating meetings with filmmakers and industry professionals, interactive discussions, and masterclass workshops.

SANTROPOL ROULANT — Montréal, Canada 2017 - 2023

- Assisted with making and delivery of community 200+ daily meals and fundraising to promote social inclusion.

YOUNG INFLUENCERS — Belfast, N. Ireland 2014 - 2015

- Co-founded a community organisation using public art and urban transformation to foster inter-sectarian dialogue, uniting more than 30 young leaders to engage in and activate social change.

WASHINGTON IRELAND PROGRAM — Washington, D.C., USA 2007 - 2008

- Selected for a prestigious leadership program, fostering cross-community dialogue in Ireland while developing skills in public speaking, fundraising, and strategic planning. As an intern at a video production company, contributed to graphic and web design, strengthening brand storytelling.

PERSONAL INTERESTS

UX psychology, storytelling in design, urbanism, yoga, cycling, running, film, dance, podcasts, politics and music.