



DYLAN SMITH

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CONTACT

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(573) 808-0170

HELLO

I have over 20 years of experience in multidisciplinary design, leadership, and team management in a fast-paced agency setting. I'm well versed in both traditional and digital mediums specializing in on-set photo and video direction, in-studio audio and voice direction, creating and directing integrated campaigns including social media, print, TV, pre-roll video, radio, eCRM, OOH, and a range of other solutions, plus UI and UX design, product and brand development, digital strategy, information architecture, content strategy, mobile applications, responsive design, and building design system management tools.

I've had the opportunity to drive new ideas, concepts, and innovation powered by talented teams, incredible brands, and revolutionary companies from all over the world such as Walmart, Intel, NBC, Kellogg's Eggo, Dick's Sporting Goods, Field & Stream, United Rentals, NAPA Auto Parts, Skyy Vodka, QuikTrip, Gatorade, Miller/Coors, Anheuser-Busch, Wendy's, Kashi, MindDrive, Resideo, Honeywell Home, Hill's Pet Nutrition, Dell, Applebee's, H&R Block, Radisson, Navistar, State Street Global Advisors, and Emerson Network Power.

As a strong problem solver, I always welcome new challenges with determination and enthusiasm. I have a hard-working, team-first mentality with a respectful attitude. I lead with empathy, compassion, curiosity, strong communication skills, no ego, and believe that the best ideas come from a team of people with diverse experiences.

ABILITIES

Creative Director, Design Director, Brand Design Creative Manager, and Creative Services Supervisor with the ability to manage and work creatively and collaboratively with a broad assortment of personalities, while remaining agile and adaptable. Highly diplomatic with the ability to pinpoint urgencies, while working under pressure and without supervision. Outstanding at making tough decisions and having difficult conversations.

KEY SKILLS

Proficient with Figma, Sketch, Abstract, InVision, Adobe Photoshop/Illustrator/InDesign, Keynote, JIRA, Confluence, Zoom, Skype, BlueJeans, Principle, Microsoft Teams, Microsoft Office, iMovie, GarageBand, Google SketchUp, illustration, photography and videography. Currently operating on macOS Monterey.

EDUCATION

Academy of Art University
San Francisco, CA
Masters of Fine Arts in Advertising

Truman State University
Kirksville, Missouri
Bachelor of Fine Arts in Visual Communications

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EXPERIENCE

Creative Director

Liquid Agency • Portland, Oregon

Spring 2021 - Present

- Build, train, and grow a team of creatives to handle the employee communications for two of the world's largest employers: Walmart and Intel.
- Establish creative strategy and creative direction for multiple employee experience campaigns.
- Conceptualize, storyboard, and direct video production.
- Lead multiple projects; oversee planning, managing teams through concept development, design and implementation; assign tasks and monitor progress.
- Cultivate knowledge of the latest industry trends and help provide thought leadership and support to team members.

Creative Director

VMLY&R • Kansas City, Missouri

2011 - 2021

- Established creative strategy for digital projects and led experience design process internally and with clients such as H&R Block, Navistar, State Street Global Advisors, Honeywell Home (Resideo), Hill's Pet Nutrition, and Dell.
- Spearheaded and managed traditional integrated campaigns from conception to execution for clients including QuikTrip, Skyy Vodka, MindDrive, and NAPA Auto Parts.
- Managed social media campaigns and content creation for clients such as NBC, Kellogg's Eggo, Dick's Sporting Goods, Field & Stream, and Miller/Coors.
- Led multiple projects; oversaw planning, managed teams through concept development, design, and implementation; assigned tasks and monitored progress.
- Defined goals and requirements by communicating and coordinating with multiple departments including: Account Management, Account Planning, User Experience, Social, SEO, Media, Developers, Motion Graphics, client-side in-house creatives, and freelance creatives.
- Pitched new business and presented concepts and strategy to clients.
- Cultivated knowledge of the latest industry trends and helped provide thought leadership and support to team members.

College Instructor

Academy of Art University • San Francisco, California (online)

Spring 2014 - Present

- Two classes:
 - ADV 606 OL1: Campaign - graduate level
 - AE 20 OL1: Advertising Essentials - college credit for high school juniors and seniors.
- Teach, practice, and modify skills through weekly assignments.
- Teach industry language and viewpoints through weekly class discussions.
- Prepare students for realities of industry by sharing personal experiences drawn from my wide range of experience.
- Monitor student's progress and facilitate learning through quizzes and in-depth critiques.
- Offer guidance and expertise through an "Ask me anything" policy.

Art Director

Salva O'Renick • Kansas City, Missouri

2006 - 2011

- Conceptualized, designed and produced integrated advertising campaigns and digital experiences for clients such as Ameriprise Financial, Central Banccompany, H&R Block Financial Advisors, Three-dog Bakery, Mariner Wealth Advisors, Sugar Creek Slavic Festival, and NovaStar Financial.
- Developed the logo, brand, catalogs, print ads, billboards, direct mail and multiple clothing lines for apparel start-up: Life On A Board.

Assistant Advertising Director

Steve's Shoes Inc • Lenexa, Kansas

2005 - 2006

- Designed catalogs, newspaper ads, postcards, in-store signage and website for 65 nationwide locations.
- Contracted price quotes with printers and newspapers nation wide.
- Art directed set designs and photo shoots.

AWARDS & REFERENCES

Furnished upon request