



Dylan Smith

dylanmsmith.com

Address

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Contact

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Hello

I have over 15 years of experience in multidisciplinary design, leadership and team management in a fast-paced agency setting. I'm well versed in both digital and traditional mediums specializing in UI and UX design, product and brand development, digital strategy, information architecture, content strategy, mobile applications, responsive design, building design system management tools, 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, ECRM, OOH, and a range of other solutions.

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 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 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 Catalina.

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

VMLY&R • *Kansas City, Missouri*

2011 - Present

- Establish creative strategy for digital projects and lead 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.
- Spearhead and manage traditional integrated campaigns from conception to execution for clients including QuikTrip, Skyy Vodka, MindDrive, and NAPA Auto Parts.
- Manage social media campaigns and content creation for clients such as NBC, Kellogg's Eggo, Dick's Sporting Goods, Field & Stream, and Miller/Coors.
- Lead multiple projects; oversee planning, managing teams through concept development, design and implementation; assign tasks and monitor progress.
- Define 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.
- Pitch new business and present concepts and strategy to clients.
- Cultivate knowledge of the latest industry trends and help 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.

Freelance Graphic Design

July 2002 - Present

- Logo design and brand development.
- Creator and Content Manager of MissObservation.com.
- Design T-shirts for Threadless, Econscious, Mission Playground and various other organizations.
- Design and produce wedding invitations and birth announcements.
- Design and program small websites.
- Hand carve and print wood block illustrations on antique letter press
- Illustrated the book, *ABC's for Seniors: Successful Aging Wisdom from an Outrageous Gerontologist* by Ph.D. Ruth Harriet Jacobs.

Art Director

Salva O'Renicks • *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