

LOUISA SMITH

DIGITAL DESIGN SPECIALIST

SUMMARY

Experienced graphic designer with a diverse work history, looking to flex multimedia skills in service of making information more accessible and delighting clients. Resourceful, exacting, and always ready for a challenge, whether that be setting brand standards, creating beautiful templates, designing user experiences, or crafting video content.

PROFESSIONAL EXPERIENCE

March 2017 – Present | Hanover Research, Arlington, VA

Digital Graphics Specialist

As a Digital Graphics Specialist, I design both traditional print materials and web-based graphics for our in-house Marketing department. Since adding video editing and animation to my skillset, I also edit promotional videos, animate titles, and create short fully-animated sequences. As a member of a small but versatile team, I have also had unique opportunities to design everything from print publications, to conference booths, to wall murals for our office.

In my time at Hanover I have assisted in developing and rolling out new branding, including creating Word and PowerPoint templates across the company and training colleagues in their use. As part of that initiative I also developed the extensive branding guide on our internal employee portal. During the rebrand and on an ongoing basis, I have provided UX graphic elements and design guidance as part of the team developing our client portal.

January 2011 - Present | Juneberry Design, Alexandria, VA

Freelance Designer

I have designed logos, advertisements, print materials, websites, infographics, and shareable online graphics. My clients have included authors, artists, politicians, small businesses, start-ups, non-profits, and international NGOs.

January 2014 - January 2016 | Good Seed Baking Co., State College, PA


Co-Owner and General Manager

My responsibilities included hiring, managing staff, creating recipes, designing the appearance of the store, and social media promotion. I developed all product labels, promotional materials, and signage. I also built and maintained the company website and managed online sales.


February 2010 - January 2014 | Bell & Whistle Bakery., State College, PA

Owner

To start this baking business, I ran a successful Kickstarter campaign and transformed a vintage camping trailer into a commercial kitchen. I was responsible for every aspect of the business, including design and marketing.

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PORTFOLIO

juneberrydesign.com

EDUCATION

2009

Pennsylvania State University

B.A. Theatre Arts

RELEVANT SKILLS

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe Premiere Pro

Microsoft Office Suite

HTML & CSS