

David Smith

Resume 2009

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www.designartcraft.com

A creative individual who is highly skilled in visual communication, with experience in education, IT, business and publishing environments. Special strengths lie in the ability to combine strong conceptual and technical skills with the actions required to remove all obstacles in achieving a quality end product.

Visionary, knowledgeable and professional.

- Confident & effective interpersonal skills utilized in establishing relationships with all levels of staffing in meeting business and team needs. Effective client interaction for negotiation of due dates, issue resolutions and consulting.
- Delivers quality projects within aggressive timelines, using a detailed and methodical approach.
- Proactive and efficient problem solving and troubleshooting skills.
- Effective team and management skills enhanced by mentoring, listening and sharing of knowledge.
- Unique creative insights and solutions derived from hands-on collaboration in technical development of dynamic websites, Flash and desktop multimedia applications.
- Expert design optimizations for online and print publications.

Professional Experience

Multimedia Designer and Programmer, Core Health Services, Concord, ON, Nov. 2007 - present (contract):

Lingo, Actionscript and VB programming for CD-ROM delivery of bilingual medical/pharmaceutical training software. PHP, HTML, XML and CSS code and visual design optimizations. Lead visual designer for Continuing Medical Education portals and other web sites. Design and production of press-ready marketing collateral, trade show display materials and product packaging.

Web and Print Design, Creative Edge Graphics, Markham, ON, May - Nov., 2007: web sites, logos, print advertising, signs, catalogs. Consulting, Art Direction, Design and Art Production.

Freelance Web and Print Design, Saint John, NB and Toronto, 2005 - present: Posters, brochures, web sites, logos. Consulting, Art Direction, Design and Art Production.

Senior Visual Communication Designer, xwave, Saint John, NB, 2000 - 2004: Creative lead on building products from the ground up for a wide variety of new media projects including web sites, CD-ROMs, interactive kiosks, online forms and packaging design.

Senior Visual Communication Designer, ITC Learning, Halifax, NS, 1999 - 2000: Design and development of courseware/3D animation for CD-ROM and Web delivery.

Art Director and Lead Designer, Fitzgerald Studio, Sydney, NS, 1998 - 1999: "A Fur Trade Odyssey" educational CD-ROM about Old Fort William in Thunder Bay, ON.

Lecturer, Nova Scotia College of Art and Design, Halifax, NS, 1996 - 1997: Advanced Digital Media.

Instructor: Foundation Computer, Intro to Interactive Media, Intro to Computer Animation.

Education and Technical Skills

2005 - present: On-going professional development in visual and technical design in Mac, Windows and Linux production environments.

1992 - 1995 Bachelor of Design in Communication Design, Nova Scotia College of Art and Design, Halifax, NS

1975, 1977 Diploma Course in Design and Crafts, Edinburgh College of Art, Scotland

Software skills: Windows and Mac OS (current and legacy), Linux (multiple distributions), Photoshop, Director, After Effects, Avid Composer, Premiere, Commotion, Poser, Strata 3D Studio Pro, Animation Master, SoundEdit, FreeHand, Quark, Painter, Illustrator, Fontographer, Debabelizer, Flash, InDesign. VMWare, VirtualBox.

Professional skills: Art Direction, design, prototyping, art production for print, interactive (including Web) time based media, writing and storyboarding scripts, proposals, project plans for new media titles and project management of complex new media productions. All hardware, software and peripheral installation and maintenance on Mac OS, Linux and Windows PCs. Building PCs from components. SOHO multi-platform DHCP networking with Samba and NFS.

Personal Initiatives

Freelance contracts have included the Nova Scotia Potters Guild, Baudway Communications (Boston, MA), Nova Scotia Power, Inc., Sonora Marketing and Graphics & the Textware Company Inc. (Amesbury, MA), "The Source" magazine (Halifax, NS), P.R.U.D.E. Inc. (Saint John, NB), The Art of Collage, Making Changes, and Core Health Services/Mechanisms in Medicine (Toronto).

"Design Art Craft" website, www.designartcraft.com.

Gardiner Museum of Ceramics volunteer 2005 - 2007.

Solo and Group Art Exhibitions in Toronto, Nova Scotia, New Brunswick, Maine and New Hampshire

Online Visual Design Portfolio: <http://www.designartcraft.com/design/>

References and further details provided upon request.