A. Alex Smith

Phone: 321.388.6688 | Email: alex@aalexsmith.com | Website: aalexsmith.com

Experience

Visual Designer, Developer

Freelance | New York City, NY (currently) ....September 2012-Present

Provide various contracted services - graphic design for print, production art, web design, web development - to agencies, businesses, and individuals.

Past projects and services include:

Advertising: posters, flyers, direct mail, and promotional materials such as magnets, etc.

Branding: logos and identities with standard collateral, additional materials such as branded portfolio presentation.

Packaging: cd wallet design for music album.

Production Art: photo retouching and processing for print and digital, generation of PSD files for website layouts, etc.

Variable Data Printing (VDP): template creation/development of complex print pieces for DataSource Marketing such as Wingstop 2015 Menu Rollout (see Skills for more info on VDP).

Websites: all aspects of process from design through front-end development, responsive designs, hand built HTML and CSS as well as construction and customization of bespoke CMS templates (Joomla). Includes small business sites and portfolio sites for designers in theater.

Web Content Manager

DataSource Marketing | New York City, NY; Kansas City, MO | 877.846.9120 ....May 2013-Nov 2014

DataSource provides print supply-chain management for corporate clients including nation-wide restaurants and health-care providers. Worked on site in MO, remote in NY. Administrated enterprise level B2B e-commerce portals for clients and created variable data printing (VDP) templates (ie. business cards, direct mail). Migrated e-commerce sites from old platform to current. Trained incoming team members.

Noteable Projects include:

PF Chang's - Rollout for Beverage Menu for their +220 stores (2-sided menu of wines, beers, sakes, and soft drinks). Lead on development and creation of very complex VDP template. Wrote Javascript logic to pull each store's beverage data, compile and sort the lists, and print it all with formatting and styling desired (while still handling differences in list and description lengths gracefully).

Wingstop - Rollout for 2014 Menuboards and Take-out Menus for their +650 stores. Development and creation of complex VDP templates, web forms for ordering. Included variants to utilize pre-determined 'tiered' pricing or fully customizeable options. Web form also gathered extensive non-printing price info and other details for client's POS team.

Shop Assistant

Mama's Sauce Print Shoppe | Orlando, FL | 321.251.5445 ....May-July 2012

Internship in a press house specializing in premium screen printing and letterpress (mostly focused on collateral, invitations and cards, posters). Duties included make-ready, assisting on press, breakdown, quality control, fulfillment, and other tasks to facilitate workflow.

Performer

Disney World Parks and Resorts | Orlando, FL ....June 2004-January 2013

Numerous trained roles for more than 10 different shows and parades as costumed characters, puppeteering, stiltwalking, and float driving, plus unscripted guest interaction.

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Skills

Software

Adobe Creative Suite:
Strengths: Illustrator, Photoshop, InDesign
Fundamentals: Dreamweaver, Flash

Coding Knowledge:
Strengths: HTML, CSS (includes HTML5 and CSS3)
Intermediary: Javascript, Joomla CMS
Fundamentals: JQuery, PHP, MySQL
Familiarity: Bootstrap, AngularJS, Wordpress

Variable Data Printing (VDP)
Softwares for creation of customizeable templates that draw from data files or web form inputs to dynamically generate printeable output files - businesses such as Vistaprint utilize this sort of technology. Proficient with FusionPro VDP, working knowledge of Pageflex Studio. FusionPro utilizes Javascript to govern many aspects of the customization.

General:
Mac and Windows operating systems
Microsoft Office Suite - Excel, Word, Outlook
general computer literacy

Fine Art, Crafts, Etc.

Strengths: Drawing media - pencil, pen, charcoal; Papercraft (I can make anything out of cardboard)
Fundamentals: Photography, Screen Printing, Letterpress, Painting media - acrylic, watercolor

Education

A.S., Graphics Technology

Valencia College | Orlando, FL .... August 2010-August 2012
Specialization in Graphic Design Print Production. Basic education in Interactive/Web Design.

University of Florida | Gainesville, FL .... August 2001-May 2006
Course studies towards a Bachelor's in Architectural Design, over 100 credit hours.