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| CARLEY AUSTIN SMITH | |  |
| | VISUAL DESIGNER | |

PROFILE

Highly motivated designer seeking an opportunity to create and push the ideas of graphic design. Very personable and collaborative, lover of all things art and design. Specializing in graphic design, UX/UI design, and data visualization.

CONTACT INFO

E-Mail
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carleyaustinsmith.com

Phone
 585-943-5562

EDUCATION

BFA Graphic Design
 Rochester Institute of Technology
December 2017

PROGRAMS

Adobe Creative Suite -
InDesign, Illustrator, Photoshop, XD, Premiere, After Effects
 Wordpress
 Microsoft Suite
 Apple/Microsoft Products

EXPERIENCE

VISUAL DESIGNER

Harris Beach PLLC
 Rochester, NY

March 2018 - Present

Responsible for conceptualizing and designing marketing materials that are in line with brand strategy. Including digital ad campaigns, social media content, various print materials, motion graphics, and promotional videos. Lead UX/UI designer for ancillary company website. Project lead for annual/quarterly reports, data visualization.

VISUAL DESIGN INTERN

Insomniac Design, Inc.
 Washington, D.C.

May 2017 - August 2017

Main responsibilities included visual designs for websites, presentation graphics, iconography, and infographics. Extensive ideation, research, and user testing for various interfaces. Creating capability statement for Insomniac Design, assisting with re-branding. Designing presentations and training manuals for client meetings.

FREELANCE DESIGNER

Rochester, NY

January 2016 - December 2018

Branding/identity, website, & marketing design for various businesses and non-profit organizations throughout the Rochester area.

ORGANIZATIONS

VICE PRESIDENT & MEMBER

Delta Phi Epsilon Sorority
September 2014 - December 2017

VOLUNTEER WEBSITE COORDINATOR

Four Legged Friends Animal Adoptions, Inc.
October 2015 - September 2016