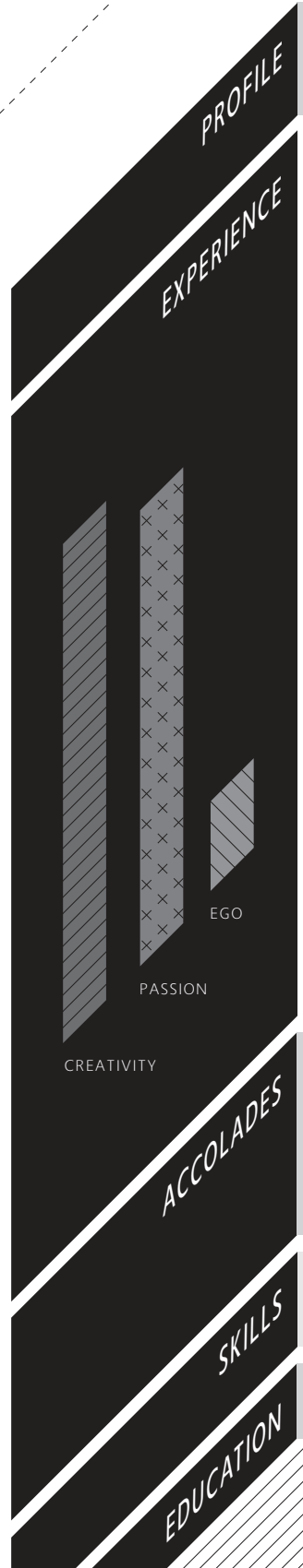
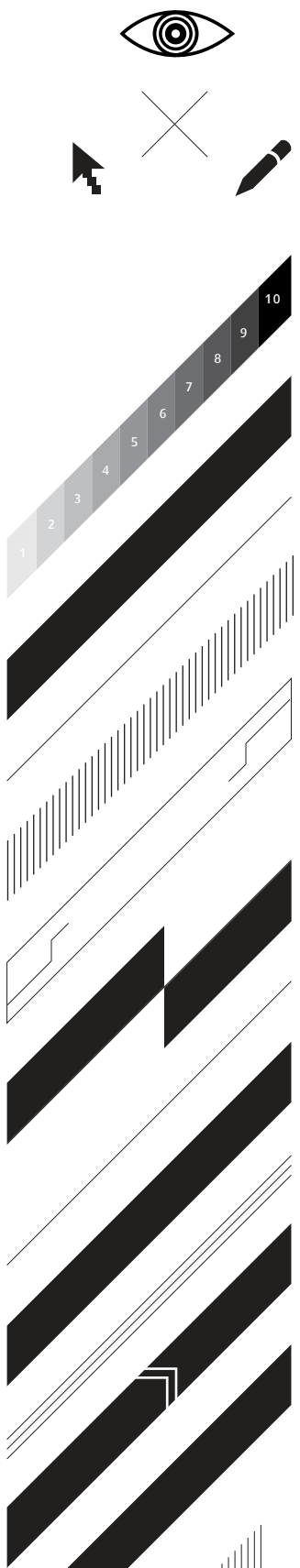


Visual Design Director

310.804.8805
info@jawshsmyth.com
www.jawshsmyth.com



Accomplished Creative Director and Designer with compelling concepts and a versatile skillset in Branding and Interaction Design. A seasoned hands-on manager with 17 years developing distinctive visual experiences for digital products, marketing, walls and events.

6/2014 – Present

Creative Director, Design \ JIBJAB \ Marina Del Rey, CA

- Managing and mentoring designers in creating fun digital products for apps and web.
- Creative strategy, design direction, UI/UX for JibJab Apps and website enhancements.
- Creative direction for branding, marketing and environmental design.

4/2012 – 6/2014

Art Director \ LIVE NATION \ Hollywood, CA

- Creative strategy, art direction, design, UI/UX for responsive and media-rich websites.
- Art direction, concepts, graphics & UI/UX for re-brand of LiveNation.com as a user-centric site for concert fans, which has 4 million unique visitors per month.
- Prototyping, layout design, UI/UX for mobile apps, including the new Live Nation 2.0 app for iOS
- Design and identity branding for Live Nation Labs, including environmental design and collateral.

4/2010 – 11/2011

Art Director \ RUNSTRONG \ Santa Monica, CA

- Art direction, design, UI/UX for high-end websites and online advertising for clients in entertainment, education, non-profits, sports and technology; including Nike and Square Enix.
- Conceptualization, development, and design of identities, branding, and marketing campaigns.
- Project management of online and print projects, including budgeting and press-checks.

6/2007 – 3/2011

Freelance Art Director \ INFINITE ZZZ \ Los Angeles, CA

- Art direction, graphic design for clients in the arts, entertainment, consumer goods, non-profits.
- Development and execution of brand identities, websites, motion, packaging, and print collateral.
- Project management and print supervision to ensure utmost quality is achieved for clients.

4/2006 – 5/2007

Art Director \ FIJI WATER \ Los Angeles, CA

- Art direction, design of marketing collateral, event materials, advertising and signage.
- Refinement of corporate aesthetic, management of brand style guide and packaging production.
- Development and execution of internal and B2B corporate communication products.

2/2005 – 4/2006

Lead Designer \ UNITED WAY \ Los Angeles, CA

- Art direction, design of publications, including annual reports and sociology reports.
- Design and development of event & material, print ads, newsletters and invitations.
- Management of freelance designers, illustrators, project schedules, and print supervision.

2015 \ F8 CONFERENCE – Featured App

2009 \ GRAPHIC DESIGN REFERENCED Feature

2014 \ AWWWARDS – Nominee & Feature

2005 \ AMERICAN GRAPHIC DESIGN AWARD

2011 \ BEAUTIFUL/DECAY 6 – Feature

2001 \ AIGA 365 AWARD

Photoshop
Illustrator
InDesign

After Effects
Sketch
InVision

Creative Direction
Interaction Design
App Design

Spatial Design
Brand Design
Package Design

Drawing
Painting
Photography

UCLA: Bachelor of Arts, Design, 2000.