

JAKE SMITH

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Everything good in this world is the result of great design. Whether it be a stellar website overhaul or a deeply meaningful conversation, anything truly well-designed is born from careful observation, reflection, and execution. My goal as a designer, then, is to listen intently to users' needs and create work that's as useful as it is beautiful. I work regularly in the Adobe Creative Suite and Webflow.

EDUCATION

John Brown University | *Siloam Springs, AR*

B.S. in Graphic Design, May 2020

EMPLOYMENT EXPERIENCE

Graphic Designer | *SupplyPike*

- Produce graphics, illustrations, videos, photos, and music for SupplyPike, both to market the company's suite of supply chain software products and to market our educational website for suppliers, SupplierWiki.
- Leading brand research and design initiatives to help our Design team better understand how users respond to our current brand.
- Brainstorming with key stakeholders on how we should shape our brand to better serve product users.

05/29/2020–present | Supervisor – Ben Soto, bens@supplypike.com

Graphic Design Intern | *Field Agent*

- Produced graphics for the company's eponymous blog, including header images, graphs, quotes, visual calls-to-action, and formatted photos.
- Worked on a few learning projects involving web page design and front-end coding.

05/29/2018–08/10/2018 | Supervisor – Samuel Gray, samuel.gray@fieldagent.net

Student Graphic Designer | *John Brown University Communications*

- Conceptualize, develop, produce, and deliver JBU-distributed media – including graphics, postcards, posters, and other products.
- Worked full-time in this position during the summer of 2019, during which I served as art director for the fourth-annual *Impact Magazine*, JBU's scholarly journal.

08/30/2016–12/19/19 | Supervisor – Kelly Saunders, ksaunders@jbu.edu

LEADERSHIP OPPORTUNITIES

Leader Scholars Institute Director | *John Brown University*

- Worked on a team with five other student directors and a faculty director to define the vision, direction, and education curriculum of the Leader Scholars Institute program.
- Helped plan and execute LSI's events, which took place weekly throughout the school year.

03/09/2017–12/19/19 | Supervisor – Dr. Becci Rothfuss, brothfuss@jbu.edu