theresa smillie

branding, digital design, ui & web development

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EDUCATION

2001

BACHELOR OF TECHNOLOGY: VISUAL COMMUNICATIONS

S.U.N.Y. Farmingdale NY
Major: Visual Communication, 4 years
Major: Fine Art, 2 years

TECHNOLOGY

KEY APPLICATIONS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Dreamweaver
Adobe XD
Adobe Acrobat Pro
WAVE (ADA/WCAG)
Chrome Lighthouse
SEMrush
Figma
Webflow
Wordpress
Adobe Animate
Adobe AfterEffects
Litmus

KEY LANGUAGES

HTML5
CSS3/SCSS
Bootstrap
jQuery Libraries
PHP

PROFILE

Expertise in envisioning, collaborating and creating digital branding from concept through delivery for digital/print, UI/web design and development. Degreed Sr. Designer with 22+ years of experience in visual communication specializing in the process of cohesive and visually unified design systems through layout, typography, color and graphic assets. Well versed in current UI/UX atomic design component methodology, best practices & ADA compliance.

CORE COMPETENCIES

- Interactive & responsive website design
- UI design systems & asset organization
- Brand ID, logo creation & mood boards
- Campaign strategy & compliance across all media
- Graphic design & optimization for print & web collateral

CAREER HISTORY

March 2013 – October 2021 | March 2022 - current, (remote)
Sr. Creative / UI / Visual Designer | Construction Marketing
- Brand development & logo design, digital, print & PPC design
- UI/Web design: user flows, wireframes & prototypes
- UI/Web development: (HTML, CSS, JQuery), SEO, image & site optimization, ADA/WCAG compliance & maintenance

January 2001 - current
Freelance Branding, Digital Design, UI & Web Development

July 2022 - current (remote)
Visual Design Subcontractor | ROICO
- Fortune 500 Co. (non-disclosure): internal, interactive page-flows

February 2022 – April 2022, (remote)
UI / Digital Designer | MOJO Creative Digital
- Brand ID scaling, logos, print, digital & e-mail design
- UI/Website Design: page flows, wireframes & prototypes

October 2021 – February 2022, (remote)
Visual Design Subcontractor | Creative Circle
- Marketing agency back-up/fill-in design for campaigns
- Nationwide Insurance: Rebrand - whitepaper ADA compliance

CERTIFICATIONS

UDEMY CERTIFICATIONS

- Adobe XD, Adobe XD, Adobe XD
- Figma, Figma & Webflow
- Mailchimp
- jQuery

SKILLS

EXPERTISE

• UI/Web/Digital design
• Front-end web development
• Page-flow & Usability
• Graphic/Visual design
• Typography, layout & color theory
• Print design & prepress production
• Branding creation & campaign
• B2B & B2C Marketing

PRODUCTION

Digital imaging for print/web/social
Design Systems & components
Wireframes, mock-ups & prototypes
Interactive & responsive website design
Internet site load testing & optimization
Brand ID & mood boards
Logo creation
Photo retouching & composites
Digital banner on-line advertising/PPC
Digital illustration
Technical prepress & print production
Business cards, postcards, presentation
    folders, brochures, catalogs, posters,
    signage, trade show displays, POP
    displays, flyers & sell sheets
Environmental graphics & 3-D displays
Packaging & die-cut templates
Magazine & newsprint advertising

PROJECT MANAGEMENT

Cloud Collaboration
Campaign strategy development
Branding compliance across all media
Client & vendor liaison
Maintaining timelines & budgets
Workflow organization
Asset procurement & organization
Conducting technical analysis
Presentation
Guiding Jr. Creatives

2011 - 2012
Graphic Designer | Summersault Web Development
- UI/Web, logos, print & digital design, landing pages & assets

2008 - 2011
Graphic Design Specialist | LIAAC LINCS & BiasHELP
- Maintained branding (4 brands) continuity across all platforms
- Print design, prepress production & asset coordination
- Web design & development, SEO, optimization & maintenance

2006 - 2008
Real Estate Broker & Advertising Specialist
Co-founded E Realty Group Inc., Wading River, NY
- Brand Identity & marketing
- Website design, development & maintenance
- Print design, prepress production & asset coordination
- Website SEO & lead generation

2005 - 2006
Real Estate Agent | Prudential Real Estate, Miller Place, NY
- Print design & marketing
- Website design, development & maintenance
- Website SEO & lead generation

2002 - 2005
Graphic Designer/Artist, R&D Laser Specialist:
Laseredge Designs LTD, Bay Shore, NY
- Print design & marketing
- Website design, development & maintenance
- Website SEO & lead generation
- Researched, documented & developed ability of machinery
- Designed & created large-scale show-rooms & displays

1999 - 2002
Designer/Artist | Lighter than Air, Hicksville, NY
- Created 3-D sculptures & signage for immersive environments

1993 - 1999
Assistant Art Director | The Art Department Inc., NY
- Created 3-D sculptures & signage for immersive environments
- Managed a team of 20+, production deadlines & supplies

ARTISTIC AWARDS

2000
Student Boli Awards
Team Advertising: Bronze Certificate
Individual Advertising, Commercial Concept: Silver Certificate
S.U.N.Y. Farmingdale NY

1993
Student Exhibition
2 Honorable Mentions & Award of Excellence for all 3 submissions
Nassau Community College NY