

Jake Smith

Senior Designer
& Art Director

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BIO

My name is Jake Smith. I'm a Senior Brand Designer, Art Director, and Michigander. I'm calm under pressure, reliable, detail-oriented, and thoughtful in my design thinking. I set high standards to ensure excellence in any project I'm a part of. I'm seeking to be a part of a talented brand or marketing team, providing creative solutions to a great company.

SKILLS

Adobe Creative Cloud
Branding & Identity
Art Direction
Figma
Sketch
Print Design
Packaging
Marketing
Typography
Page Layout
Illustration
Motion Design

EDUCATION

Bachelor's Degree
Digital Arts & Design

Full Sail University
Winter Park, FL
Sep 2008 to Oct 2010



WORK HISTORY

Glassdoor

Senior Brand Designer

November 2020 to March 2023

- Facilitated design-thinking workshops, encouraging collaboration with cross-functional partners.
- Provided art direction and lead design on major brand awareness campaign, resulting in >4pt lift in awareness, and a 3.7pt lift in consideration.
- Created assets and art directed on "Progress" brand awareness campaign, which resulted in an unaided awareness lift of 9pts, an unaided lift of 3pts, and consideration lift of 4 pts.
- Art directed contractors and external agency partners.
- Mentored and managed '21 and '22 summer intern, converting '22 intern to a contract designer
- Lead designer on annual Sales Kick-Offs, building strong partnerships and trust with Sales team.
- Designed and art directed monthly All Hands presentations, working directly with CEO.
- Presented work directly to senior marketing leaders.

Brand Designer

October 2019 to November 2020

- Responsible for the look and feel of Glassdoor across all major touchpoints, including social media, email, blogs/content, landing pages, and internal employer branding.
- Lead designer on Best Places to Work 2020, creating everything from email campaigns, social media posts, landing pages, localized animated spots, and out-of-home advertising.
- Overhauled B2C and B2B email marketing design systems, and created guidelines for use by internal team members and external partners.
- Revamped onboarding email series, doubling app downloads as compared to previous designs.
- Provided design support and branding for internal initiatives like ERGs and seasonal events.

Sonoma State University

Graphic & Social Media Designer

January 2019 to October 2019

- Designed all marketing campaigns for School of Extended and International Education
- Responsible for all social media assets and promotional posts.
- Managed and art directed junior designer.
- Brainstormed and collaborated with marketing partners as it related to marketing opportunities.

InHouse Creative

Graphic Designer

February 2016 to January 2019

- Built branding for clients in non-profit, food & beverage, educational and healthcare spaces.
- Designed pitch decks for client review.
- Created packaging designs for consumer goods.
- Designed tradeshow booths and retail activations for a wide variety of clients.
- Responsible for introduction of Wordpress development work through use of Divi Builder.

BrandCo

Custom Project Designer

January 2014 to December 2015

- Part of two person team, responsible for all custom logo work and custom web design mocks.
- Worked closely with web development team to mock up and QA websites.

Graphic Designer

March 2013 to January 2014

- Created templated websites for Keller Williams real estate agents
- Designed business cards, sale signage, brochures, and other printed collateral as requested.
- Managed own client workload and queue, interacting with them on day to day basis.