

CORINE SMITH

ART DIRECTOR



PROFILE

Hi! I'm Corine. I'm an experienced Art Director with a history of working in the marketing and advertising industry. I'm highly skilled in User Interface and User Experience Design, Graphic Design, Project Management, and the Adobe Creative Suite.

EDUCATION

Bachelor of Graphic Communications with a minor in Web Design

2006 - 2010

Baker College of Muskegon

Presidents List & Deans List;
Graduated Summa Cum Laude

WORK EXPERIENCE

Art Director & Lead Web Designer July 2010 - Present

Revel / 351 W. Western Ave., Ste 200, Muskegon, MI 49440

- Designed and completed over 50 websites over the course of 12 years.
- Executed website development from start to finish, which included sitemaps, wireframes, high-fidelity mockups, prototypes, client presentation and project management, coordination and communication with programmers, quality control, and website launch.
- Developed scope documents and creative briefs.
- Established brand style guides, which included acceptable use of logos, fonts, colors, and messaging with sample examples.
- Facilitated the website planning and production process that Revel now executes.
- Maintained client relationships with excellent customer service, communication, and problem solving.
- Communicated with clients and co-workers through email, Slack, Zoom, Google Hangouts, WebEx, MicroSoft Teams, Skype, and/or phone.
- Awarded Employee of the Quarter, Q1 of 2020.

CONTACT

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 /in/corine-smith-87510686/

SKILLS

Professional:

- Fast Learner
- Detail-Oriented
- Problem Solver
- Organized
- Adaptable
- Project Planning
- Project Management

Technical:

- Responsive Web Design (RWD)
- UI Design
- Sitemaps
- Wireframes
- Mockups
- Prototypes
- User Flows
- Adobe Creative Cloud
- Adobe XD
- Sketch
- InVision
- WordPress
- Microsoft Office
- Workamajig
- ActiveCollab
- Web Accessibility (WCAG)
- Search Engine Optimization (SEO)