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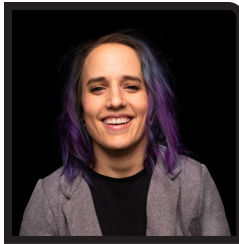
jsmetanart@gmail.com

Spokane, WA



Portfolio

jsmetanart.com/design



JULIE SMETANA

ARTIST + DESIGNER

EDUCATION

M.F.A. Studio Art

Memphis College of Art
Memphis, TN
2009-2011

B.A. Fine Art

Gonzaga University
Spokane, WA
2004-2008

SKILLS

Creative strategy
Problem-solving
Communication
Time management
Design principles
Web design (UX & UI)
Front-end development
Design systems
Branding
Print & digital design
Ideation
Typography
Illustration
Animation
Presentation design
Color schemes
Teaching

TOOLS

Adobe Creative Suite

Illustrator, Photoshop, InDesign,
After Effects, Animate,
Premiere, Dimension, XD,
Lightroom

Web Design + Development

HTML, CSS, JavaScript,
WordPress, Drupal, Joomla
Squarespace, Slickplan

I am a multidisciplinary graphic designer with a knack for thinking outside the box and a passion for solving problems. With over ten years of experience, I build digital products, brand systems, illustrations, and more for clients across a broad range of industries. I thrive working with inspiring people and companies on challenging projects.

EXPERIENCE

NOVEMBER 2021 – CURRENT

FREELANCE DESIGNER

Chips 'n Jam Studios | Spokane, WA

- Specialize in creating innovative and engaging design solutions that meet each client's unique needs and objectives.
- Manage all client interactions involving networking, business development, relationship-building, proposal and contract development, proactive communication, project implementation, and hand-off
- Conduct research and collaborate with clients, designers, consultants, vendors, and developers
- Produce and present design concepts, prototypes, mockups, storyboards, print layouts, presentations, and more
- Listen and implement feedback until a final deliverable is agreed upon

JUNE 2015 – NOVEMBER 2021

ART DIRECTOR

Desautel Hege Communications (DH) | Spokane, WA

- Worked on a creative team that served a diverse set of clients from several sectors, including health care, consumer brands, government, non-profit, and education
- Collaborated with DH's creative and account teams in leading visual strategy and design deliverables for large, statewide social change marketing and advocacy campaigns
- Presented design concepts and explained the intention behind choices to clients, colleagues, and leadership
- Produced clean, high-quality, contemporary design deliverables that engaged audiences and achieved intended goals
- Provided art direction and feedback to other team members along the project continuum, from initial strategy to the final product
- Coordinated with vendors, consultants, freelancers, and partners
- Mentored junior designers and trained team members in WordPress, Drupal, PowerPoint, Adobe XD, and more
- Worked with project teams to refine and create design processes that promoted agency-wide efficiency and success

TOOLS, CONTINUED

Other Design Tools

Sketch, Figma, Canva,
Mailchimp, Frontify, Flipsnack

Microsoft Office

Word, PowerPoint, Excel

G-Suite

Sheets, Slides, Docs, Console,
Analytics, Web Designer

Project Management

Slack, Bonsai, Hive,
Toggl, Asana, ScrumMate,
Scatterspoke

LEADERSHIP + VOLUNTEER EXPERIENCE

Urban Art Co-op

Member/Volunteer

2020 - current | Spokane, WA

AAF Collective Campout

Sculpture Workshop

Facilitator

2016 | Spokane, WA

Kid's Art Teacher

2016 | Hutton Settlement,
Spokane, WA

AAF Spokane Student

portfolio reviewer

2015 | Spokane, WA

EXPERIENCE, CONTINUED

- Conducted research and testing, create sitemaps, wireframes, high-fidelity prototypes; Executed front-end development, maintenance, and QA/QC testing for landing pages and websites running on various CMS platforms (WordPress, Drupal, Joomla, Squarespace)
- Created and presented brand identities, design systems and guides, campaign styles, print layouts, storyboards, vector-based animations, custom illustrations, presentation templates and decks, social and digital ads, and email campaigns

JULY 2011 – JUNE 2015

SENIOR GRAPHIC DESIGNER

etailz, Inc. | Spokane, WA

- Started the company's in-house design department
- Produced creative email marketing campaigns, website design, software interface design, product and company branding, product photography, social media ads, and digital ads
- Promoted a range of eco-friendly retailers and products across the beauty, cleaning, toy, and food industries

MAY 2015 – DECEMBER 2019

ADJUNCT ART PROFESSOR

Gonzaga University | Spokane, WA

- Taught drawing courses to undergraduate students for ten semesters, covering topics such as composition, shading techniques, depth and contrast, 2D and 3D perspective
- Taught printmaking courses to undergraduate students for two semesters, specializing in various etching techniques, relief printing, and screen printing
- Gave weekly lectures and facilitated several individual and group critique sessions.
- Invited to be a guest lecturer for senior thesis class 2x/year which included robust Q&A sessions
- Attended and contributed to department meetings, helping inform future planning