




SAVANNA SMITH


// MULTI-MEDIA DESIGNER

CALL ME

412.818.3960
savanna@savygraphics.com
savygraphics.com

 savygraphics

 @savygraphics

 @savygraphics

EDUCATION

**Bachelor of Science Degree
VFX & Motion GFX**
Art Institute of Pittsburgh
Graduated June 2009

EXPERTISE

GRAPHIC DESIGN

LOGO DESIGN

BRANDING

PRINT DESIGN
& LAYOUT

PRESENTATION
DESIGN

PHOTOSHOPPING

ADVERTISING

WEB DESIGN

EVENTS GRAPHICS
OPERATOR

MOTION GRAPHICS

VIDEO EDITING

ADOBE CC

MICROSOFT OFFICE

I LOVE WHAT I DO

With more than 10 years of experience, I am a creative gladiator who is able to direct, decipher, and generate visual solutions to design tasks. I am a talented creator with an eye for design as well as video productions. My work has a fun spark, yet a professional edge, that makes my designs and videos really stand out.

PAST GIGS

FREELANCE MULTI-MEDIA DESIGNER

Savy Graphics | Anywhere | 2009 - Present

Create innovative designs to elevate and differentiate branding, marketing, and advertising initiatives. Construct highly engaging, complex animations for a diverse array of media.

Adaptable, organized, detail-oriented, and results driven with an excellent work ethic; strong time management and interpersonal skills.

GRAPHIC DESIGNER | ANIMATOR

INVNT | Washington, DC | Jun 2014 - March 2016

Collaborate with members of the Production and Creative teams to launch client products, build brand allegiance, and align organizations with target audiences worldwide. Translate verbal and written concepts into presentation form. Enhance brands through visual story-telling while maintaining brand standards and guidelines. Adapt all designs to a variety of client aesthetics.

GRAPHIC DESIGNER

Borcz+Dixon | Crofton, MD | Nov 2012 - May 2014

Decipher the client's business needs and use innovation to redefine a design brief within the constraints of cost and time. Generate concepts, graphics and layouts for collateral, company logos and branding, as well as videos and websites to suit the client's design needs. Regulate size and arrangement of illustrative material and copy, font style, and size. Review final layouts and suggest improvements if required. Liaise with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality.

GRAPHIC DESIGNER | VIDEO GRAPHIC ARTIST

Digital Management, Inc. | Bethesda, MD | Jun 2011 - Nov 2012

Plan, analyze, and create visual solutions to unique corporate and government communications problems. Invent the most effective way to get messages across in print and electronic media using color, type, illustration, video, photography, animation, and various print and layout techniques. Compose promotional displays, packaging, and marketing brochures for products and services; design distinctive logos for products and businesses and develop signs and signage systems. Responsible for generating animations, product and service demos, and videos of general corporate overviews.

GRAPHIC ARTIST | VIDEO ASSISTANT

Lurn, Inc./JuJuQ, Inc. | Gaithersburg, MD | Apr 2010 - Feb 2011

Spawned visual solutions to the communication needs of clients using a mix of creative skills and commercial awareness; as well as assembled raw video into a finished product suitable for broadcasting.

INTERESTS

BOARDGAMES

PARTY PLANNING

COOKING NEW
RECIPES

CONCERT GOER

CROSSFIT &
POWERLIFTING

MICROBREWS

BEACH CAMPING

HORSEMANSHIP

READING BOOKS

PLAYS & MUSICALS

ART GALLERIES

RE-LEARNING
FRENCH

ATTENDING CAR
EVENTS

RECENT PROJECTS

2018 - 2019 SEASON PERFORMANCES DESIGN & ADVERTISING

Cheyenne Chamber Singers | Cheyenne, WY

The Cheyenne Chamber Singers wanted designs that supported the story and message for each performance in the 2018 - 2019 "All That We Love" Season. The board and I would discuss our ideas, then I would provide them with several poster designs to choose from. Once they chose the design they felt best reflected the performance I would then create all of the advertising, print and digital materials required for the event.

TACO JOHN'S "CAREERS" ANIMATIONS

West Edge Collective | Cheyenne, WY

I worked with the West Edge Collective design team to create animations that would help advertise Taco John's job postings. Their team provided the storyboards and art files which I formatted in Adobe Illustrator then animated in Adobe After Effects.

I continue to work with West Edge Collective on various projects.

2018 AIR FORCE BALL

F. E. Warren AFB | Cheyenne, WY

"Celebrate Us" was the theme of this year's Ball. I wanted to help and volunteer my time to achieve a more memorable and fun experience for all Airmen and their spouses. I met with the committee to discuss their design needs and the message they wanted to share. From there, I was able to design a logo that celebrated F. E. Warren AFB as well as all of those who serve and their spouses. I also designed all of the advertising and print materials for the event.

PROPOSAL, PRINT, & PRESENTATION DESIGN

INVNT | NYC, NY

Even though I had to move across the country, forcing me to leave my full-time position with INVNT, I still work with the company's amazing teams of Producers and Designers as a Freelancer to generate amazing concepts, graphics, and layouts for their clients' needs.

You can view all these works and more on savygraphics.com.

REFERENCES

BILL LINDSTROM

Arts Cheyenne, Executive Director

307.222.4091

bill.lindstrom@artscheyenne.com

ERIN MOORE

Gannett Peak Technical Services, CEO

307.359.3027

erin@gannettpeaktech.com

JASON BERNER

West Edge Collective, Creative Director

307.222.9564

jason@westedge.us

JORDAN DEAN

Warehouse 21, Creative Director

307.459.0577

jordan@warehouse21.com

PHILLIP LARSON

INVNT, Senior Producer

202.293.3401

plarson@invnt.com