

RICHARD GARRETT SMITH

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262.719.6392
Madison, Wisconsin

SKILLS

██████████ PS
██████████ IL
██████████ ID
██████████ DW
██████████ FL

INTERESTS

Learning
Making things with my hands
Putting myself in other's shoes
Making people smile
Photography
Being Inspired by life
Lending a hand
Tennis

TRAVEL

India
Colombia
Guatemala
Spain
France
Austria
Germany
Italy
Mexico
Canada
Costa Rica

EXPERIENCE

ASSOCIATE ART DIRECTOR – WEB LANDS' END CANVAS

09.2010 – PRESENT

Work with a cross-functional team, including merchants, marketers and clothing designers, to provide our customer a best in class brand experience. Create online content, including site graphics and experiences, graphic e-mails and online advertisements. Create content features, from concept, to photography direction, to design and production. Assist in future site concepting. Am increasingly involved with our print media (i.e. print advertisements, catalog design, etc) as our digital and print teams merge to focus solely on creating the best and most cohesive brand experience possible.

GRAPHIC DESIGN INTERN LANDS' END

06.2010 – 08.2010

CO-CREATIVE DIRECTOR NATIONAL STUDENT ADVERTISING COMPETITION

01.2010 – 06.2010

1ST PLACE AT REGIONALS 3RD PLACE AT NATIONALS

Co-Creative Director for a national competition to create a complete strategic advertising campaign for State Farm Insurance. Was responsible for managing the creative team - from forming a strategy and creative concept to final production - including print ads, rich media, micro site, and radio and TV commercials. Designed and created the visual presentation that was awarded "Best Visual Presentation" at the Midwest regional NSAC competition.

CREATIVE DIRECTOR MADTOWN MARKETING

06.2009 – 05.2010

Started a marketing company with two other business students with a UW-Madison School of Business grant, offering innovative and affordable marketing services to Madison businesses. Worked closely with clients to understand their needs and objectives before creating a branding strategy and collateral.

OFFICE ASSISTANT UW-MADISON INSTITUTE FOR ENVIRONMENTAL STUDIES

2008 – 2010

EDUCATION

BBA MARKETING (3.587)

UNIVERSITY OF WISCONSIN – MADISON SCHOOL OF BUSINESS

NATIONAL SOCIETY OF COLLEGIATE SCHOLARS

DEAN'S LIST

2006 - 2010