

Dontré Smith

Digital Designer

CONTACT INFO



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WEBSITE

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LINKEDIN

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SKILLS

- Experience creating wireframes, storyboards, mockups, prototypes, and specs.
- Experience in front-development and a working understanding of HTML, HTML5, CSS, JavaScript, and jQuery.
- A strong understanding of responsive design, 508 compliance, and web usability best practices.
- Adobe CC (Acrobat, Animate, Illustrator, InDesign, Photoshop, Premier Pro, and XD).
- Design platforms including Bootstrap, Brightcove, Cloudinary, Confluence, Drupal, Figma, Formstack, Google Analytics, Instapage, InVision, JIRA, Proof HQ, Sharepoint, Silverpop, Sketch, Typeform, UXPin, Wordpress, and more.

EDUCATION

The University of North Carolina, Greensboro

BACKGROUND

I am a digital creative with over ten years of experience working in a variety of industries, including non-profit, education, and entertainment. I am drawn to projects that allow me to turn ideas into robust and engaging interactive experiences.

CAREER EXPERIENCE

SENIOR UI DESIGNER

Palladian Partners (2019 – 2024)

- Provides user interface support by designing mockups, prototypes, digital collateral, mobile app interfaces, and print collateral for clients such as CDC, FDA, NIH, NHLBI.
- Provides user experience support by translating client requirements, user needs, and business objectives into wireframes, journey maps, and user stories.
- Acts as the lead strategist in the transformation of the company's digital creative workflow and processes.

SENIOR INTERACTIVE DESIGNER

SHRM (2009-2019)

- Designed and developed digital and print collateral including interactive editorial features, sites, landing pages, digital and print ads (static and animated), social media graphics and emails banners and templates.
- Acted as UX/UI lead on design projects within the Creative Services department and with external stakeholders across all departments at all levels of the company.
- Worked closely with the marketing department to ensure that the SHRM brand and style guides were appropriately upheld and applied across all digital and print collateral.
- Provided feedback and mentoring to junior designers and acted as a subject matter expert for issues associated with UI/UX, design trends, and platforms.
- Designed and developed websites, landing pages, digital advertisements, graphics, videos, photo galleries, interactive maps, and other multimedia components.
- Assisted with the digital version of the monthly magazine.

WEB DESIGNER (CONTRACT)

University Of Maryland (2008-2009)

- Collaborated with the marketing team to design recruitment material and collateral.
- Designed and developed websites, templates, and Flash banners.
- Shared responsibility in the creation and maintenance of websites.