# Dontré Smith

**UI/UX Designer • Brand Designer • Graphic Designer**

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**ABOUT ME:** I'm a digital designer with extensive experience creating websites, landing pages, brand systems, print materials, motion graphic content, and social media campaigns across various industries including technology, healthcare, retail, nonprofit, entertainment, education, and enterprise sectors.

## WORK EXPERIENCE

### PreciseTarget

**Industry:** Retail/Artificial Intelligence
**Role and Tenure:** Freelance Product & Brand Designer (2025 - )

- Lead the visual design for *EnMode*, an AI-assisted retail and publishing platform that streamlines product creation, merchandising, and content workflows for apparel retailers and influencers.
- Creates wireframes, user flows, prototypes, and high-fidelity UI designs for internal tools, customer-facing experiences, and AI-powered applications.
- Build and maintain scalable design systems, reusable components, and interaction patterns that improve consistency and accelerate iteration.
- Design landing pages and other marketing materials while producing cross-channel creative assets for web, social, video, event signage and print.

### Palladian Partners

**Industry:** Public Health/Communications
**Role and Tenure:** Senior UI/UX Designer (2019 - 2024)

- Designed UX/UI solutions for public healthcare clients including the Centers for Disease Control and Prevention, U.S. Food and Drug Administration, National Institutes of Health, and National Heart, Lung, and Blood Institute across web, print, mobile, and social media platforms.
- Collaborated cross-functionally with product managers, developers, data science teams, and stakeholders in Agile environments to support iterative product development.
- Streamlined creative workflows and supported a 40% expansion of the UX/UI team through recruiting and onboarding initiatives.

### Society of Human Resources Management

**Industry:** Professional Association/Human Resources
**Role and Tenure:** Senior Brand Designer (2014 - 2019)

- Led the end-to-end design and delivery of multi-channel digital and print experiences across Drupal, SharePoint, WordPress, and Adobe Experience Manager, including advertising, conference branding, data visualizations, digital and print collateral, infographics, interactive editorial experiences, landing pages, lifecycle marketing emails, presentations, responsive websites, social media systems, video and audio assets, wireframes, and high-fidelity mockups and prototypes.

- Served as UX/UI Design Lead and organization-wide advocate for user-centered design, driving consistency across product and marketing touchpoints. Partnered closely with product, engineering, marketing, and external stakeholders to translate complex requirements into scalable, accessible, and cohesive digital experiences aligned with business and user goals.

- Acted as Lead Designer across organizational subsidiaries, including SHRM and HR People + Strategy (HRPS), establishing unified design standards, improving cross-platform consistency, and elevating overall digital experience quality across enterprise initiatives.

## SKILLS

- 508 Compliance
- Content Strategy
- Digital Ads
- Digital Branding
- Design Systems
- Editorial Design
- Email Templates
- Front-End Development
- Graphic Design
- Infographics
- Information Architecture
- Landing Page Design
- Mobile App Design
- Prototyping
- Responsive Web Design
- Social Media Graphics
- Usability Testing
- Video Editing
- Web Apps & Dashboards
- Wireframes
- UX Research

## TOOLS & PLATFORMS

- Adobe Creative Cloud
- Bootstrap
- Canva
- Elementor
- Figma
- Framer
- HTML/CSS
- Illustrator
- InDesign
- InVision
- Jira
- Lottie
- Miro
- Premier Pro
- SharePoint
- Squarespace
- USWDS
- UXPin
- Webflow
- WordPress

## EDUCATION

- The University of North Carolina, Greensboro