

Whitney Smith

Versatile and resourceful with an eye for design, a love of simplicity and an aptitude for technology.

Websites
gallerywrappeddesign.com
github.com/wesblueyes
Contact Information
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Software/Technical Knowledge

- Photoshop
- InDesign
- Illustrator
- HTML
- CSS/SASS
- JS/React
- PHP/WordPress
- SEO/SEM
- Git/GitHub
- WHM/CPanel
- MAMP
- Visual Studio/Parallels

Work Experience

Freelance Designer & Developer | August '12 - Present | Gallery Wrapped Design, Remote

- | Provides graphic design for print and web, website development, social networking and email marketing services.
- | Sets up and manages website, domain and email hosting.
- | Creates custom sites, management of existing sites and instruction to clients on administration of CMS.
- | Creates and formats designs for manufactured products, such as fabrics and home goods.

Interface Designer | October '16 - January '17 | Mercury New Media, Tampa, FL

- | Used SASS with the BEM Methodology, along with Bootstrap and other frameworks to design the front-end of Sitefinity, Orchard and React sites.
- | Worked in an Agile environment in collaboration with Application Developers and other Interface Designers using Visual Studio.
- | Read wireframe mockups for UI. Incorporated interactive features with JSX, JS or JQuery. Design responsive and styled for different states and users, as well as for printing.
- | Read functional test results and fixed errors to run sites through the pipeline.
- | Uses Photoshop and Illustrator to create site graphics.

Web Developer | June '14 - July '16 | Regenerative Medicine Solutions, Tampa, FL

- | Created and managed responsive WordPress websites for the Lung Institute, Sleep Apnea Institute and Regenerative Medicine Solutions.
- | Created landing pages with lead sources tracked by UTM codes and dynamic phone numbers.
- | Collaborated with graphic designers, writers and SEM managers.
- | Created daily report on month to date marketing spend with all leads and qualified leads according to source.
- | Created and maintained Style Guide.
- | Code and sent monthly targeted emails. Used Litmus to test emails in mail clients popular with subscribers.
- | Research, maintenance and statistics obtained through use of demographic and keyword research, Crazy Egg, A/B testing, Screaming Frog and Google Analytics to improve user experience and conversions.
- | Understands and has implemented SEO practices and SEM campaigns.

Marketing Coordinator | May '10 – August '12 | Thomasville Center for the Arts, Thomasville, GA

- | Assisted in the fulfillment of the strategic plan and the Center's transition to a new brand identity.
- | Assisted in and photographed events.
- | Developed the identity of several Center programs and publications.
- | Composed videos and slide shows for presentations.
- | Created and maintained multiple WordPress sites.
- | Communicated and coordinated publicity with radio, print and online media outlets.
- | Managed all email marketing and social networking.
- | Managed marketing schedule and relationships with print vendors.
- | Designed all in-house print collateral.

Education

Front-End Engineering - 12 Week Code Intensive | October '16 The Iron Yard, St. Petersburg, FL

- | JavaScript
- | React/Redux/React Router
- | Git/GitHub
- | SASS/CSS
- | Terminal Commands
- | API/JSON Integration

B.S. in Communications - Advertising, Minor in Art | April '10 Florida International University, Miami, FL

- | Advertising Principles for Design
- | Market Research
- | Advertising Copywriting
- | Video/Sound Editing
- | Collaborative Reports/Presentations
- | Figure Drawing