

Steven J. Smith

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Executive Summary

Senior Creative & Brand Designer | 17+ Years Driving Digital & Print Strategy | Web, Campaigns & Revenue-Focused Design

Multi-disciplinary design leader with 17+ years building high-conversion creative assets across healthcare, B2B, and public-facing brands. Proven record of leading digital transformation, in-house studio operations, and product launch campaigns that helped double company revenue. Trusted by executives to translate complex ideas into visuals that drive adoption, build loyalty, and grow impact.

Core Competencies

- Brand Identity Systems
- Digital & Print Campaign Design
- Web UX/UI (WordPress, Elementor)
- Social Media Graphics & Email Design
- Event & Environmental Branding
- Layout & Typography Design
- Project & Stakeholder Management
- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Video Editing & Motion Graphics
- Marketing Strategy Alignment

Selected Achievements

- Led **20+ product launches**, supporting over **\$20M in revenue growth**.
- Built an in-house photo studio, saving more than **\$150K in vendor costs**.
- Rebuilt corporate websites, improving mobile UX and engagement by **30%**.
- Designed a full creative suite for a 3-day summit with over **200 attendees**.

Experience

Senior Graphic Designer / Art Director | Orthomerica Products, Inc. | January 2008 - September 2025

- Led cross-functional alignment (Marketing, Sales, Clinical) for **20+ product launches**, ensuring brand consistency from concept to revenue generation
- Pioneered the company's digital transformation by building its first integrated marketing ecosystem, including a new corporate website, a social media presence grown from **zero to thousands of followers**, and a digital clinical training platform.
- Engineered precise interactive PDF order forms, directly improving ordering accuracy and streamlining workflows for customers and internal manufacturing teams.

- Developed a comprehensive digital knowledge base and clinical training platform, translating complex tutorials into accessible web and video content to drive user adoption.
- Automated key business processes using Formstack, building certification quizzes and streamlined order forms to improve data accuracy and operational efficiency.

Graphic Designer / Art Director | Vergason Sojourner & McWaters | March 2006 - October 2007

- Managed high-volume creative production for top national homebuilders, supporting a hyper-growth agency phase that **quadrupled in size**.
- Served as the key problem-solver for high-volume direct mail and outdoor campaigns, ensuring flawless pre-press execution on last-minute changes to **eliminate costly reprints**.
- Partnered directly with Creative Directors to design full-page magazine and newspaper ads, managing brand standards for high-priority deliverables on established accounts.
- Hand-coded HTML/CSS to build standards-compliant email campaigns and fast-loading landing pages, enhancing the agency's digital capabilities.

Technical Toolkit

- **Design & Layout:** Adobe Photoshop, Illustrator, InDesign, Acrobat, Firefly, Canva
- **Web:** WordPress, Elementor, Formstack, HTML/CSS
- **Video & Presentation:** Final Cut Pro, PowerPoint, Keynote
- **Email & Campaign:** MailChimp, BeeFree, Litmus
- **Productivity:** Microsoft Office Suite, Google Workspace

Education & Professional Development

- Graphic Design - Pre-Press Track, Valencia College
- Photography & Darkroom Studies, Daytona State College
- **Ongoing:** WordPress Customization (2024-2025), Generative AI in Design Workflows (2023-2025)