

PegSmith

Graphic Designer

About Me

Hi! My name is Peg, and I am graphic designer in NYC! I am always looking for new ways to expand traditional design, and transform the art world. I love to be playful with my work and explore new dynamic and creative solutions. Outside of art and design, I love to be outside! I want to bridge my passions for the outdoors and sustainability with graphic design. My hobbies include running, skiing, backpacking, and rock climbing.

Contacts

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720.341.9199

web

pegmsmith.com
behance.net/pegmsmith

Skills

Adobe Creative Suite
Microsoft Office Suite
Website Design: HTML, CSS, JS, P5
Interaction & Packaging Design
UX / UI Design
Publications, Bookbinding
Photo & Video Editing

Awards & Honors

- Pratt Shows: Design 2019
- Pratt Shows: Manhattan 2019
- Poster showcased in New York Grand Central Library
- NCAA Division III Cross Country, track & Field Athlete (4yrs)
- ACAA All Conference Athlete 2017-20
- ACAA All Academic Athlete 2017-20
- Pratt Institute Team Captain 2019-20

Education

Pratt Institute, Brooklyn, NY (est.) 2021
Bachelor of Arts: Graphic Design
GPA: 3.837
Honors: Merit Scholarship recipient, President's List & Dean's List honoree
SACC Pratt Institute Athletics Member

Pratt Institute, Brooklyn, NY 2019
Associate of Applied Science: Graphic Design & Illustration
GPA: 3.89
Honors: Merit Scholarship recipient, President's List & Dean's List honoree
SACC Pratt Institute Athletics Member :communications designer

Experience

Amobee

Instructional Design Intern
Santa Monica, CA

04/2020-08/2020

Supported the Training & Documentation team by designing course content and resources through engaging activities and visuals. Created content that aligns with instructional goals. Collaborated with UX/UI and studio teams to achieve specific goals and objectives including content creation and curriculum-based design work. Designed instructional graphics and supporting materials in a variety of formats: video, audio, interactive/simulated activities, and screenshots.

Pinehurst Country Club

Horticulture/Greenskeeping Intern
Denver, CO

05/2019-08/2019

Collaborated with heads of the department to design, develop, and execute the landscape of the course and club grounds. performed all aspects of gardening installation process. Under guidance, assisted in the selections of plants appropriate for the landscape taking into account locality, exposure, soil, and aesthetics. Specialized in diagnostic and corrective measures.

Pratt Institute Learning Access Center

Peer Tutor

New York, NY

10/2018- Current

Led tutoring sessions for students struggling within the communications design department, assisting them in areas such as Adobe and time management. Facilitated workshops for students to complete work & semester long projects, identifying lagging skills to overcome weaknesses.

Design Corps

Graphic Designer

New York, NY

08/2019- 01/2020

- Member of a design team that created the branding for BlueCity, a floating development in NYC's harbor that will be an innovation center for climate change, including logo, print, web, signage, and exhibition deliverables; the pieces were created for an event to promote BlueCity and increase funding for further development.
- Branding campaign that was chosen by the NYC Department of Design and Construction to promote both the environmental and financial benefits of soil reuse within NYC. Deliverables included subway ads, signage, website design, brochures, and infographics.