

PEG SMITH

GRAPHIC DESIGNER

Denver, CO
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WEB

www.pegmsmith.com
www.behance.net/pegmsmith

SOFTWARE

Adobe Creative Suite: InDesign, Photoshop, Illustrator, XD, AfterEffects
Microsoft Office Suite: Word, Powerpoint, Teams, Outlook
Website Design: HTML, CSS, JS, P5

SKILLS

Interaction & Packaging Design
UX / UI Design
Publications, Bookmaking
Photo & Video Editing

AWARDS & HONORS

- Pratt Shows: Design ('19)
- Pratt Shows: Manhattan ('19)
- Poster Show featured in NYC Grand Central Library ('19)
- NCAA Division III Cross Country, track & Field Athlete ('17-'20)
- ACAA All Conference Athlete ('17-'20)
- ACAA All Academic Athlete ('17-'20)
- Pratt Institute Team Captain ('19-'20)

EDUCATION

Pratt Institute, Brooklyn, NY (est.) 2021
BFA Communications Design, Graphic Design Concentration
Minor: Cinema Studies
GPA: 3.837
Honors: Merit Scholarship recipient, President's List & Dean's List honoree
SACC Pratt Institute Athletics Member ('17-'19)

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 ('17-'19)

EXPERIENCE

Amobee 04/2020 - Current
Instructional Design Intern
Santa Monica, CA
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 plans 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.

Design Corps 08/2019 - 01/2020
Graphic Designer
New York, NY
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.
Designed a 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.

Pratt Institute Learning Access Center 2018 - 2020
Peer Tutor
New York, NY
Led tutoring sessions for students struggling within the Communications Design department, assisting them in areas such as Adobe Creative Suite, and time management. Facilitated workshops for students to complete work & semester long projects, identifying lagging skills to overcome weaknesses.

Pinehurst Country Club 2019
Horticulture/Greenskeeping Intern
Denver, CO
Collaborated with heads of the department to design, develop, and build the landscape of the golf course and club grounds. Performed all aspects of gardening installation process. Assisted in the selections of plants appropriate for the landscape taking into account locality, exposure, soil, and aesthetics. Specialized in diagnostic and corrective measures.

