

ALEX SMYTH

DESIGN + ILLUSTRATION

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EXPERIENCE

Graphic Designer/Illustrator | Freelance

NOV 2020-CURRENT | VANCOUVER BC + SEATTLE WA

- Cultivates an iterative process with clients to bring intentional and creative ideas to life for editorial work, branding, and communication
- Ideate and design editorial illustrations while managing tight publishing deadlines
- Utilizes Adobe Creative Suite and Figma to create precise and meticulous designs.

Sign Artist + Barista | Wunderground Cafe

JULY 2022-CURRENT | SEATTLE, WA

- Redesigned cafe menu to foster intuitive customer experience while boosting revenue on popular and seasonal items
- Designs and illustrates monthly large-scale window art for holidays and events
- Designs rotating artwork for the cafe's outdoor signs, increasing customer traffic and interest in featured items
- Assist with content creation of reel and photos for social media

Digital Projects Assistant | EMSAY Studio

AUG 2020-OCT 2021 | VANCOUVER, BC

- Assisted in launching online homeware store, generating \$150k revenue in first four months through strong SEO and product photography
- Created listings, photographed products, and researched market strategy and SEO optimization

Events and Communications Assistant | UBC

SEPT 2016-JAN 2020 | VANCOUVER, BC

- Designed web and print assets, event posters, and social media content that helped drive attendee numbers up
- Coordinated volunteers and assisted in event planning for large university events, often as the first point-of-contact in planning

RECENT PROJECTS

Illustrator and Designer | Blackbird Fabrics Label Collection

MAY 2022-JULY 2022, VANCOUVER, BC

Editorial Illustrator | Swipe Left Column

JULY 2021 - JANUARY 2023, GAL-DEM, LONDON, UK

SKILLS

Graphic Design, Digital Illustration, Sketching, Layout Design, Typography, Social Media Graphics, Photography, Photo Editing/Retouching, 2D Animation, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe InDesign, Figma

EDUCATION

User Experience Design Diploma | BrainStation

SEPT 2022-DEC 2022
VANCOUVER, BC

Bachelor of Media Studies | University of British Columbia

SEPT 2016-NOV 2020,
VANCOUVER, BC

Keio University | Keio International Program

MAR 2019 - AUG 2019,
TOKYO, JAPAN