



DREWGRAPHIX

CONTACT

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drewgraphix.com

OBJECTIVE

Utilizing my talents to improve a company's brand using print, web, and social media in real world applications.

SOCIAL

plus.google.com/+Drewgraphix

linkedin.com/in/Drewgraphix

twitter.com/Drewgraphix

Andrew Stewart Mackenzie Smith

Graphic/Web Designer & Photographer

SOFTWARE

Design

Adobe Creative Cloud

- Illustrator

- InDesign

- Photoshop

- Dreamweaver

- Flash

- Acrobat Pro

- Acrobat Distiller

- Lightroom

- Bridge

QuarkXPress

Other

Mac & PC Experience

Parallels

Extensis Suitcase

Microsoft Office

Apple iWork

Microsoft SQL

Microsoft Visual Studio

SKILLS

Graphic Design

Branding & Identity

Digital & Offset Print Knowledge

Digital Illustration

Manufacturing Design

Direct Mail

Brochures

Catalogs

Business Cards & Stationery

Magazine Ads

Manuals & Specification Sheets

Flyers

Posters

Trade Show Displays & Banners

Web Design

CSS & HTML

FTP

SEO & Analytics

Social Media

Photography

Digital Photography & Image Manipulation

EXPERIENCE

Drewgraphix – Irvine CA

Freelance Graphic/Web Designer (06/2002 - Present)

- Layout/Redesign of Promotional Material for Print & Web

- Social Media Branding & Management

- SEO & Google Analytics

- Stock Photography & Image Manipulation

Newport Electronics (Omega Engineering) – Santa Ana, CA

Graphic/Web Designer for Engineering Company (04/2011 - 04/2013)

- Design & Update Promotional Material for Santa Ana Division

- Prepare Artwork for Different Vendors

- Collaborate With Engineers & Sales Team to Design New Product Spec. Sheets & Materials

- Organize & Manage Graphics Archives & Branding Protocol

- Update & Maintain Website Daily Using HTML & CSS

- Promote Website Using Google Analytics, SEO, Email Newsletters, QR Codes, Rotating Web Banners, & Ads

- Photograph Products for Promotional Print & Web Use

- Train & supervise design intern, Adobe Creative Cloud, QuarkXPress, HTML & CSS

Stratacom – Irvine, CA

Graphic/Web Designer/Programmer for Print Solutions Company (07/2007 - 05/2010)

- Design, Revise & Preflight Print Projects for Various Types of Markets to Various Vendors

- Design/Recreate/Reinvent Intranet Interfaces

- Design/Layout New Website Concepts

- Photograph Promotional (ASI) Items for Print & Web Use

Aminco International (USA) – Lake Forest, CA

Graphic Artist for Lapel Pin Manufacturer (05/2004 - 07/2007)

- Product Design, Print Collateral Layout/Design & Product Photos

- Create Artwork for Manufacturing Plant

EDUCATION

Glasgow Caledonian University

BA with Honours in Applied Graphics Technology with Multimedia (2002)

Cardonald College, Glasgow

Higher National Diploma in Graphic Design (2000)

National Certificate in Graphic Design (1998)