



KENDRICSMITH

SR. VISUAL DESIGNER + ART DIRECTOR

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kendricsmith.com

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San Francisco, CA 94116



TECHNICAL EXPERIENCE

PRODUCT DESIGNER/ ART DIRECTOR

Jul 2023 - Nov 2023
Austin, Texas

K SMITH VENTURES

- Develop user interfaces (UI) using SaaS software.
- Implement Automated business models using Ai.
- Design UX storyboards, scenarios, and user flows.
- Create online brands from business idea to start-up.

SENIOR VISUAL DESIGNER

Jun 2022 - Jul 2023
San Luis Obispo, California

LEVEL STUDIOS

- Designed UI visual concepts for apps and websites.
- Created style guides, icons, and brand design systems.
- Communicated visual design specs to dev teams.
- Provided art direction for a Fortune 500 company.

SR. UX/ VISUAL DESIGNER

Oct 2021 - Jul 2023
Paris, France

PUBLICIS GROUPE

- Developed UX/ UI visual concepts using Figma.
- Created guidelines, wireframes, and templates.
- Designed web mock-ups, graphics, and icons.
- Defined project deadlines, tasks, and deliverables.

FREELANCE DIGITAL DESIGNER

Oct 2021 - Jan 2022
San Francisco, California

SKÖNA ADVERTISING

- Used Figma to create visual concepts for websites.
- Collaborated with UX and cross-function teams.
- Provided art direction along with other designers.
- Contributed to award winning designs for LiveRamp.

DESIGN LEAD/ PRODUCT DESIGNER

Aug 2019 - Oct 2019
Oakland, California

HERO DIGITAL

- Mastery in illustrator, InDesign, and Photoshop.
- Created conceptual designs in Sketch and InVision.
- Managed and collaborated with a team of designers.
- Provided design strategy, training, and support.

SENIOR WEB DEVELOPER

Feb 2019 - Aug 2019
Oakland, California

KAISER PERMANENTE

- Developed responsive, compliant WordPress themes.
- Created graphics, logos, prototypes, and wireframes.
- Integrated plugins, APIs, widgets, and contact forms.
- Designed visual elements for KP Sharepoint sites.



EDUCATION

ASSOCIATE OF ARTS (A.A.) DEGREE

2006 - 2008
Jacksonville, Florida

FLORIDA STATE COLLEGE

Business Administration Coursework: Communica-
tions, Computer Programming, Business Management,
and Digital Media/Multimedia Technology



ABOUT

I'm an Sr. Visual Designer/ Art Director based in Austin and San Francisco. I'm a highly creative and well-rounded individual with a talent for visually bringing ideas to life. I have a broad range of skills and enjoy telling compelling stories through design.



HIGHLIGHTS

- Visual Design & Art Direction
- Interface & Experience Design
- Mobile App Design
- Brand Design Systems
- Wireframing & Prototyping
- Wordpress Development
- SaaS Software Development

Creative Tools: Adobe CC, Figma, Sketch, InVision, Quip, Balsamiq, and Webflow.



KEY SKILLS

WEB DEVELOPMENT

WordPress	████████████████████
SaaS	████████████████████
HTML5/ PHP	████████████████████
CSS3	████████████████████

UX/ UI DESIGN

Adobe CC	████████████████████
Figma	████████████████████
Adobe XD	████████████████████
Sketch	████████████████████