# KENDRIC SMITH
## SENIOR UI/ VISUAL DESIGNER

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## 💼 TECH EXPERIENCE

**SENIOR DESIGNER/ FREELANCE**
*Jul. 2016 - Current*
*San Francisco, California*

**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 UI/ 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 Fortune 500 companies.*

**PRODUCTION 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.*

**DIGITAL DESIGNER/ FREELANCE**
*Sept. 2021 - Jan. 2022*
*San Francisco, California*

**SKÖNA ADVERTISING**
- *Created visual design concepts using Figma.*
- *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 - Dec. 2019*
*San Francisco, California*

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

**SENIOR WEB DEVELOPER**
*Mar. 2019 - Jul. 2019*
*Oakland, California*

**KAISER PERMANENTE**
- *Designed and maintained WordPress websites.*
- *Developed UX/ UI visual web design concepts.*
- *Produced storyboards, scenarios, and user flows.*
- *Implemented plugins, templates, and modules.*

## 📖 EDUCATION

**ASSOCIATE OF ARTS (A.A.) DEGREE**
*2006 - 2008*
*Jacksonville, Florida*

**FLORIDA STATE COLLEGE**
*Business Administration Coursework: Communications, Computer Programming, Business Management, and Digital Media/Multimedia Technology*

## 👤 ABOUT ME

*I'm a Senior Visual Designer with over 15+ years of experience. I've always been fascinated by different cultures and the way they express themselves through art, design, and storytelling. Ever since I was a kid, I loved exploring new places and learning about the customs and traditions of other people.*

## 📎 HIGHLIGHTS

*Effective interpersonal and communication skills. Strong initiative and work ethic to meet critical project deadlines. Comfortable working within a fast-paced, deadline-driven environment.*

*Creative Tools: Adobe Creative Suite, Figma, Sketch, InVision, Quip, Zeplin, ZeroHeight, Balsamiq, and Webflow.*

## 💡 KEY SKILLS

### WEB DEVELOPMENT

*WordPress*
*HTML5/PHP*
*Javascript*
*CSS3*

### VISUAL DESIGN

*Adobe CC*
*Figma*
*Adobe XD*
*Sketch*