

# John Smallman

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## Highlights of Skills & Qualifications:

- Web & Print Design
- Adobe Creative Suite 3 & 4
- Microsoft Office Suite
- HTML/CSS
- Mac and PC proficient
- User Interface Design
- Information Architecture & Navigation Modeling
- Photo Styling
- Art Direction
- Mentoring & Management

## Awards & Honors:

- Silver Medal Award from the Society of Publication Designers
- Merit Award from the Society of Publication Designers
- Award of Excellence from the Communication Arts Interactive Design Annual
- Logos selected for inclusion in the book *Logo Design That Works* (Rockport Publishers)

## Education:

### Western Washington University

Bachelor of Arts in Studio Art (1995) with a concentration in Graphic Design

## Work Experience:

### REI

**July 2007 - Present**

#### Sr. Online Designer

Work with leading outdoor retailer REI, designing main storefront page, landing pages, banners, email campaigns, site updates  
Participated in complete site redesign.

### Horton, Lantz & Low

**March 2006 – July 2007**

#### Sr. Interactive Designer

As a member of the Interactive Design Group at the Seattle-based agency, worked both collaboratively in a team environment and independently for a variety of client marketing, interactive, and user interface projects

### Screenlife, LLC

**July 2005 – March 2006**

#### Web Designer

Created promotional pages, flash advertising campaigns, and general website page design for Seattle-based company that produces the Scenelt! DVD game collection.

### Danger Island Music

**November 2003 – September 2004**

#### Lead Designer

Designed and produced websites and merchandise for entertainment clientele. Clients included Pearl Jam, Heart, The Presidents of the United States of America and Cameron Crowe.

### Disney Internet Group (formerly Starwave):

#### Movies.com

##### Art Director

**June 2001 – November 2003**

Managed, mentored, and directed a team of designers and production artists

Created, established and defined the branding, creative direction and overall aesthetic for the informational movie website.

#### Mr. Showbiz / Wall of Sound

##### Art Director

**October 1999 – June 2001**

Managed, mentored, and directed a team of designers, production artists, and photo editors on the visual design, creation and maintenance for revolutionary entertainment sites

##### Lead Designer

**December 1996 – January 1999**

Responsible for the look and feel of online music magazine

Created images, html content pages, special features, and promotions

### Toolhouse Design Company

**January 1999 – October 1999**

#### Web Designer

Collaborated with an art director of small Bellingham consultancy to design and build websites and print collateral as well as a variety of other projects such as trade show booths and multi media presentations.

### Dixon Associates

**October 1995 – December 1996**

#### Graphic Designer

Logo design, newsletter/tabloid layout, illustrations and general graphic art production.

### Freelance

**1995 - Present**

As a freelancer, I perform consultation, identity creation, user experience design, print design, and web design work for various companies and individuals. Clients have included Death Cab for Cutie, Sakson & Taylor, Leslie Patricelli, Zeitgeist Entertainment Management, Connelly Water Skis & CWB Wakeboards. For recent samples of freelance work please refer to [www.slant-6.com](http://www.slant-6.com).