

# John Smallman

Graphic & Interactive Designer

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*I have a background in both graphic, marketing and interaction design. My knack for usability, a professional and dedicated work ethic, and my clean design aesthetic has helped me to successfully craft user-friendly interactions, concepts and campaigns, and a variety of other collateral. I have worked with and for small and large businesses, musicians and artists, non-profit organizations, and successful e-commerce websites.*

## Highlights of Skills & Qualifications:

- Digital Interactive Design (web & mobile)
- Print Design
- Image Production
- Adobe Creative Suite
  - Photoshop
  - Illustrator
  - InDesign
  - XD
- CMS Experience
- Photo Shoot Styling & Direction
- HTML/CSS
- UX/UI
- Squarespace

## Education:

Western Washington University: Bachelor of Arts in Studio Art with a concentration in Graphic Design

## 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)

## Work Experience:

April 2014 - Present  
Slant-6 Design, Graphic & Interactive Designer

Slant-6 Design is the freelance business I have operated off and on over the years. I've worked with various clients on projects ranging from UX/UI design to digital and print projects. Clients have included Starbucks, REI, Zeitgeist Artist Management and TomboyX among others.

May 2013 - April 2014  
OnlineShoes, Sr. Designer

Design lead on all marketing and interaction design projects. Responsible for building and maintaining the brand across the website, various marketing messages. Worked with photographers and photo stylists on location photo shoots to create seasonal catalogs. Managed and mentored a small team of designers. Collaborated with an agile team on site enhancements and testing.

May 2012 - May 2013  
Responsys, Sr. Designer

Worked in the Seattle office of this global digital marketing agency. Directed and designed email campaigns, landing page experiences and promotional mini sites. Clients included Verizon Wireless, See's Candies, REI and Realtor.com. Managed and mentored a team of designers on various projects.

July 2007 - May 2012  
REI, Sr. Online Designer, Marketing

Worked with leading outdoor retailer REI designing promotional landing pages, infographic design/illustration, various site redesigns, display banners and emails. I also had the opportunity to assist with in-studio photo and video shoots for use in digital catalogs used to promote REI's various brands.

March 2006 – July 2007  
Horton, Lantz & Low, Sr. Interactive Designer

As a member of the Interactive Design Group at the Seattle-based agency, I designed websites, promotional landing pages and various digital marketing materials for a variety of clients including Microsoft Hardware.