

John Smallman

Graphic & Interactive Designer

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

Highlights of Skills & Qualifications:

- Web, Mobile & Print Design
- Adobe Creative Suite
- Microsoft Office Suite
- Photo Styling
- HTML/CSS
- UI/UX Design
- Art Direction
- Mentoring
- Mac and PC proficient

Education:

Western Washington University. Bachelor of Arts in Studio Art with a concentration in Graphic Design (1995)

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 my freelance business I have operated off and on over the years, this past year it has become my full time job. I've worked with clients on projects ranging from UX/UI design to web and print design. Clients include Starbucks, REI, Zeitgeist Artist Management and TomboyX among others.

May 2013 - April 2014
OnlineShoes, Design Manager

Design lead on all marketing and interaction design projects. Responsible for maintaining and building the brand across the website, email and seasonal print catalog & photo shoots. Managed and mentored a team of 2 designers. Collaborated with an agile team on site enhancements and A/B tests to improve the customer experience and increase conversion.

May 2012 - May 2013
Responsys, Art Director

Currently working in the Seattle office of this global digital marketing agency. Direct and design email campaigns, landing page experiences and promotional mini sites. Clients include Verizon Wireless, See's Candies, REI and Realtor.com. Manage and mentor a team of designers on various projects.

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

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

March 2006 - July 2007
Horton, Lantz & Low, 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. Mentored and directed junior designers on various projects.

July 2005 - March 2006
Screenlife LLC, Lead Web Designer

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

November 2003 - September 2004
Danger Island Music, Art Director

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

June 2001 - November 2003
Movies.com - Disney Internet Group (formerly Starwave), Art Director

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.

October 1999 - June 2001
Mr. Showbiz / Wall of Sound - Disney Internet Group (formerly Starwave), Art Director

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

December 1996 - January 1999
Disney Internet Group (formerly Starwave), Lead Designer

Responsible for the look and feel of online music magazine. Created images, HTML content pages, special features, and promotions.