

# TYSON SMITH

## DESIGN DIRECTION & CREATIVE STRATEGY

My passion is bringing ideas to life. From conceptualizing, designing and directing brand launches, national print and digital campaigns to curating brand experiences, I strive to craft solutions that combine brand value and by approaching problems with the user at the heart.

My background in digital and print media provides a proven knowledge of creative strategy, vision, communication, and management from Fortune 500 companies to non-profits to Start-ups. I lead cross-functional team collaboration to execute concepts from start to finish by leveraging content, brand and strategy.

## EXPERIENCE

### Persado :: Creative Director 12/21 to Present

My role is also to own the Persado's strategic brand expression and go-to-market presence. I manage creative processes and deliverables while translating marketing objectives into clear creative strategies for integrated campaigns, demand generation, and field marketing.

I direct the creative team and agency partners while working in lockstep with content on a vision to challenge and inspire each other to achieve outstanding creative solutions.

### AHA :: Senior Art Director 09/20 to 12/21

My role is to bring strong strategic and visual concepts to the rest of the team so our collaboration can execute compelling campaigns for clients such as Google and Charles Schwab. I have contributed through ideation sessions, creative direction, illustration, design, video directing and producing.

### Curriculum Associates :: Design Consultant 05/20 to 10/20

I was brought in to consult with the design, content, and user experience teams to collaborate and develop designs for the student and teacher experience in an upcoming math curriculum program. My role was to bring design thinking to the three teams that influence the development of content, create wireframes, and provide guidance.

### Cambia/Journi Health :: Senior Brand Designer and Consultant 01/20 to 02/21

A senior design role with a brand strategy focus to help develop and run marketing and activation campaigns while supporting executive business partners across numerous departments to create insightful, compelling communications and content that drove awareness, understanding, and engagement. Provided direction and consultation while guiding the long-term vision of design as well as short term implementation of projects.

### NWEA :: Creative Director 10/16 to 06/19

A global education technology company dedicated to helping their 5000+ schools and 10 million students become better learners.

- Collaborated with senior leadership to develop NWEA's vision, mission, and business strategy into a cohesive visual design language and brand experience; including print and digital collateral, social, video, photography, audio, illustration, and new media.
- Led a small team of designers, and freelancers to execute my creative direction for campaigns, digital, video, event and UI/UX.
- Created production work-flows and processes that ensured proper management of production assets, publishing of final content.

### VoomaGo :: Co-founder & Operating Manager 10/12 to 07/15

A travel start up that I co-founded to offer authentic cultural exchange with locals and their day-to-day lives and realities.

- Developed the company's vision, identity, and branding while managing the financials, operations, and strategy within the marketplace.
- Coordinated new partnerships and conducted UX research to create solutions to client needs with the goal of developing and selling new products and services.

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## SKILLS

- Creative strategy
- Project leadership
- Design direction
- Brand development
- Strategic planning
- Graphic design
- Illustration
- Typography
- Print advertising
- Data visualization
- Print production
- Video production & editing
- Photo direction & editing
- Talent casting & directing
- Location scouting
- Trade shows
- Web design & UI
- Wire-framing & prototyping
- Adobe CC design & video
- Sketch
- Microsoft Office
- Mac & PC

## PRIOR EXPERIENCE

Andrus Documentary  
Filmmaker

The Math Learning Center  
Illustrator and Graphic Designer

## CLIENTS

Nike	Time Magazine
Disney	Wall Street Journal
HP	Nickelodeon
Dell	Globe and Mail
AAA	Washington Post
Scholastic	Wizards of the Coast
Coca-cola	Ritzenhoff
Leap Frog	Pearson
Laika	Willy Wonka
IGA	Kinder

## EDUCATION

Portland State University  
BA in Graphic Design

WORK SAMPLES AVAILABLE  
ONLINE AT [TYSONSMITH.COM](http://TYSONSMITH.COM)  
PW = design