

# IVEN SMITH

PHONE: 574 806 2342

EMAIL: gambitcreative@yahoo.com

www.gambitcreative.com

## EDUCATION

### BACHELOR OF ARTS

Purdue University  
West Lafayette, IN  
Aug. 2004 - May 2008

### VISUAL COMMUNICATION DESIGN

- Major GPA 3.6 / 4
- Minor in History
- Completed classes in the standard design curriculum (Graphic Design, Typography, Layout & Grid Structures, and Color Theory), as well as, electives in Photography, Advertising and Drawing
- Selected as a Resident Assistant (RA). In this position, I was the first resource for assisting the 40 residents on my floor and worked with fellow RAs to organized engaging programs to build community

## EXPERIENCE

### MAYO CLINIC

Production Designer  
Rochester, MN  
July 2016 - Present

- Serving in a limited tenure position within Creative Media where I work closely with members of Global Business Solutions to provide visual graphics, photo editing and file preparation for the Web User Experience and Enhancement Project (updated look and feel of mayoclinic.org)
- Design and code email campaigns for newsletters, events, courses and e-cards
- Provide solutions that support the Mayo Clinic brand and values in regards to: ads, infographics, booklets, banners and other print media

### GAMBIT CREATIVE

Freelance Visual Designer, Owner  
June 2008 - Present

- Help clients with their design needs by creating print and web materials including: logos, t-shirts, posters, brochures and websites
- Explore and develop creative design techniques using typography, photography, fine art and 3D modeling
- Help with overflow work from other designers

### PACE INTERNATIONAL

Graphic Designer  
Rochester, MN  
June 2014 - July 2016

- Provide creative direction to communicate the business objectives
- Work closely with DISH Network and other strategic partners to create social campaigns, web banners, print media and product packaging
- Stage and edit product photography
- Organize and maintain design files

### NATIONAL SAFETY COMPLIANCE

Senior Designer  
Springfield, MO  
May 2009 - June 2014

- Maintain and build the company's brand
- Manage a small team by providing creative direction from concept to completion
- Designed marketing materials, training booklets, PowerPoint presentations, posters and the company catalog

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## SOFTWARE & CODING SKILLS

### ADVANCED PROFICIENCY

Use on a regular basis and comfortable completing task using these programs without assistance

Illustrator  
Photoshop  
InDesign

Acrobat  
Word  
PowerPoint

Dreamweaver  
HTML5  
CSS3

### WORKING KNOWLEDGE

Use from time-to-time and know the basics but have to look up advanced features

Excel  
Animate/Flash

Javascript  
jQuery

Hype  
Blender

## ACHIEVEMENTS

### LOGO DESIGN COMPETITION

SlowMo Cinema Booth  
Oct. 2013

### WEB ADVERTISEMENT STUDENT COMPETITION

Diavolo Dance Theater - Purdue Convocations  
Feb. 2006

### T-SHIRT DESIGN COMPETITION

Freed by Grace  
Oct. 2008

### STUDENT EXHIBITION

Various - Westwood Visual Communication  
Design Exhibition  
April 2006

### STUDENT EXHIBITION

Media Violence - Purdue University  
and Central South University (China)  
Student Exhibition  
Mar. 2008

### EAGLE SCOUT BADGE

Boy Scouts of America  
May 2004

## VOLUNTEERING

### AUTUMN RIDGE CHURCH COMMUNICATION COUNCIL

Dec. 2016 - Present

- Help establish and carry out the communication plan for a diverse congregation and the community
- Discuss various media and advertising channels and their effectiveness
- Help establish and refine the brand

### PACE INTERNATIONAL SAFETY COMMITTEE

March 2016 - July 2016

- Participate in security and safety inspections
- Discuss areas of concerns and possible solutions/training