



**RILEY SMITH**  
GRAPHIC DESIGNER

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WWW.SWAYCREATIVE.CA



1263 LAKE SUNDANCE CRES SE  
CALGARY, AB



I am a professional freelance graphic designer with over 10 years of experience. Currently I am seeking full time employment that will make the best use of my skills and I hope to develop them further by joining your team.

## EXPERIENCE

2015 – PRESENT

### GRAPHIC DESIGNER, SWAY CREATIVE

Primarily as a freelance graphic designer I create eye catching visual materials for my clients to help them convey their message clearly. I also act frequently as a Creative Director, helping my clients shape the message that is presented to their audience.

- Branding Identity / Logos
- Corporate materials design
- Advertisement design / Print / Digital
- Website design (Primarily Wordpress)

2011-2015

### BUSINESS DEVELOPMENT MANAGER, MACKAY REAL PROPERTY LAW

As a BDM my role was primarily to build and maintain relationships with clients and to turn prospects into clients. In a nutshell, one part sales person and one part marketing manager, rolled into one. Being a graphic designer, I also created all our branding and corporate materials.

- Day to day discussion with clients and prospects
- Planning for and attending corporate seminars and conferences
- Branding identity and marketing materials design
- Website design

2009-2011

### GRAPHIC DESIGNER, WONDERFIL SPECIALTY THREADS

At WonderFil I created various designs to promote their wide variety of lines of specialty hobbyist quilting threads.

- Design of Branding Identity
- Package design
- Product Photography
- Marketing materials and advertisement design
- Oversaw development of website design
- Assisted in promoting products at attending trade shows

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## EDUCATION

2006-2007

GRAPHIC/ WEB DESIGN DIPLOMA, MOUNT ROYAL COLLEGE

2003-2005

PRINT MEDIA, ALBERTA COLLEGE OF ART AND DESIGN

## SKILLS



PHOTOSHOP



ILLUSTRATOR



INDESIGN



DREAMWEAVER



WORDPRESS



HTML5



CSS3



MSOFFICE

## HOBBIES



GUITAR



GAMING



SKIING



TRAVEL

## REFERENCES

**RYAN MACKAY**

OWNER, MACKAY REAL PROPERTY LAW

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