

Skylasmith

Salutations, my name is Skyla! I'm a Graphic Design student at CSU Chico with a passion for all things creative. I started as a self-taught artist, helping friends and family; soon, my hobby became my passion. Most of my work life has been spent in the retail industry developing my leadership and teamwork skills. Working for companies like GEICO, who are well known for exemplary customer service, to corporations like Kohl's, managing teams of employees, I've gained valuable skills for my future in the service industry. Merging my retail experience and my design skills, provides me with an upper-hand as I progress into my career field. Feel free to contact me with any questions you may have, I look forward to working with you!

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For security, complete contact information is available upon request



www.skylasmith.design

GRAPHIC ARTIST

More Than Just Pretty Pictures

CLIENTS

GRAPHIC DESIGN COORDINATOR CROSS-CULTURAL LEADERSHIP CENTER

June 2017 - Present

- Design and produce marketing materials and support of other innovative promotional experiences.
- Actively market, inform and promote CCLC events and initiatives.
- Brainstorm creative events and promotional ideas.
- Meet with CCLC staff to discuss promotional projects and marketing needs.
- Demonstrate a strong sense of self-motivation and ability to work independently on programs and initiatives.
- Accurately estimate timelines for completing projects and meet with staff about any projects that exceed those timelines.
- Demonstrate organizational and time management skills.
- Routinely manage and maintain CCLC website.

GRAPHIC ARTIST STONEWALL CHICO

June 2016 - August 2016

- Created communications collateral including, brochures, fliers, and advertisements.
- Developed templates for presentations and reports.
- Recommended ideas during strategic and conceptual brainstorming sessions.
- Designed artistic signage for Chico Pride.
- Prioritized graphic workload and effectively coordinated multiple projects.

NEW MEDIA SPECIALIST NORCAL OUTREACH PROJECT

October 2012 - March 2016

- Developed and maintained website.
- Created organization's online presence.
- Created communications collateral including, brochures, fliers, advertisements, and logo designs.
- Recommended ideas during strategic and conceptual brainstorming sessions.
- Proposed techniques, methods, and media best suited to re-brand the organization.

EDUCATION

BA | COMMUNICATIONS ·GRAPHIC DESIGN·

CSU Chico
2018

AA | SOCIAL SCIENCES

Shasta College
2015

SKILLS



COMMENDATION

"Ms. Smith is very thorough in her approach to tasks and can be trusted to do whatever is necessary to get the job done. Undoubtedly, whatever she dedicates herself to will end in success."

-Kevin O'Rourke
VP Student Services
Shasta College