

# DANIEL SMITH | SENIOR DIGITAL GRAPHIC DESIGNER

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## PROFILE

Senior Digital Graphic Designer with 18 years of experience turning ideas into visuals that connect and inspire. I blend creativity with strategy to craft user-friendly designs across digital campaigns, branding, and UX/UI. From bold ad campaigns to seamless websites, I love shaping stories that boost engagement and bring brands to life. Curious, collaborative, and endlessly creative, I thrive on projects that challenge me to push design further.

## SKILLSET

- **Bilingual communicator:** English (native), French (intermediate)
- **Web & UI design** that elevates UX, accessibility, and usability
- **Branding** that builds memorable, consistent, and scalable identities
- **Digital campaigns** that boost engagement, loyalty, and conversions
- **Print & production** delivering polished layouts and high-quality finishes
- **Creative tech:** Adobe CC, Figma, AI tools to streamline workflows
- **Front-end know-how:** HTML, CSS, CMS platforms (Shopify, Squarespace)

## DESIGN EXPERIENCE

**SENIOR CREATIVE DESIGNER — Air Canada — Montréal, Canada** 2025 - Today

- Brought Air Canada Cargo's brand to life across digital, print, video, social, and trade show campaigns.
- Translated business goals into bold B2B storytelling that boosted engagement and visibility.
- Directed photoshoots, videos, and vendor collaborations to deliver polished, on-brand assets.
- Balanced multiple projects at high speed, keeping creativity sharp and deadlines on point.

**SENIOR DIGITAL GRAPHIC DESIGNER — Freelancer — Montréal, Canada and Belfast, N.Ireland** 2015 - Today

- Directed creative for 20+ clients across 14 industries, boosting engagement by up to 40%.
- Designed digital campaigns, websites, and brand identities, enhancing UX and visibility.
- Mentored 3 junior designers, sharing skills, knowledge and increasing efficiency by 30%.
- Streamlined workflows with AI-driven solutions to deliver projects on time and beyond expectations.

**SENIOR DIGITAL DESIGNER — TAXI / VML — Montréal, Canada** 2019 - 2022

- Transformed 7 digital platforms, lifting engagement by 70% and cutting paper use by 300%.
- Prototyped and tested 5 interactive websites, improving UX by 22%.
- Guided 12 projects from concept to launch, turning complex processes into smooth digital journeys.

**SENIOR DIGITAL MARKETING & COMMUNICATIONS SPECIALIST — Sun Life Financial — Toronto, Canada** 2018 - 2019

- Transformed 7 digital platforms, lifting engagement by 70% and cutting paper use by 300%.
- Prototyped and tested 5 interactive websites, improving UX by 22%.
- Guided 12 projects from concept to launch, turning complex processes into smooth digital journeys.

**INTERACTIVE MULTIMEDIA DESIGNER — AskMen / Ziff Davis — Montréal, Canada** 2015 - 2017

- Shaped branded content hubs and responsive layouts for editorial and commerce teams.
- Designed 20+ rich media native ads, boosting CTR by 80%.
- Partnered with video and product teams to merge storytelling with interactivity.

**MULTIMEDIA WEBSITE DESIGNER** — **The Design Factor** — Belfast, N. Ireland 2009 - 2015

- Designed 30+ websites, interfaces, and product graphics, seamlessly blending branding, web, and print.
- Worked alongside 3D and product designers to create integrated strategies.
- Managed clients end-to-end, building trust through clear communication and delivery.

**WEBSITE GRAPHIC DESIGNER** — **Cronin Designs** — Dublin, Ireland 2007 - 2008

- Designed 20+ websites and brand materials that increased repeat client retention by 140%.
- Oversaw full print production for brochures and stationery, from concept to launch.

## EDUCATION

**ULSTER UNIVERSITY** — Belfast, N. Ireland 2005 - 2009

BSc. (Honours) Interactive Multimedia Design - 2:1 and Diploma in Industrial Studies

- Gained expertise in UI/UX design, multimedia authoring, photo editing, web development, and database programming.
- Completed a one-year industrial internship, developing entrepreneurship, business, and teamwork skills.

**EAST DOWN INSTITUTE** — Downpatrick, N. Ireland 2003 - 2005

AVCE in Information Communication Technology - Distinction and AS Level Moving Images

- Developed multimedia, web development, database design, and video production/editing skills.
- Studied film noir techniques, refining storyboarding and video editing capabilities.

## VOLUNTEER EXPERIENCE

**QUEER TECH** — Montréal, Canada 2019 - 2025

- Engaged in tech community initiatives focused on diversity and inclusion.

**RENCONTRES INTERNATIONALES DU DOCUMENTAIRE DE MONTRÉAL (RIDM)** — Montréal, Canada 2023 - 2024

- Welcoming patrons and film makers to the festival. Assisting with events.
- Facilitating meetings with filmmakers and industry professionals, interactive discussions, and masterclass workshops.

**SANTROPOL ROULANT** — Montréal, Canada 2017 - 2023

- Assisted with making and delivery of community 200+ daily meals and fundraising to promote social inclusion.

**YOUNG INFLUENCERS** — Belfast, N. Ireland 2014 - 2015

- Co-founded a community organisation using public art and urban transformation to foster inter-sectarian dialogue, uniting more than 30 young leaders to engage in and activate social change.

**WASHINGTON IRELAND PROGRAM** — Washington, D.C., USA 2007 - 2008

- Selected for a prestigious leadership program, fostering cross-community dialogue in Ireland while developing skills in public speaking, fundraising, and strategic planning. As an intern at a video production company, contributed to graphic and web design, strengthening brand storytelling.

## PERSONAL INTERESTS

UX psychology, storytelling in design, urbanism, yoga, cycling, running, film, dance, podcasts, politics and music.