

## Thomas Elliott Smith

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## Professional Summary

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Creative leader with 10+ years of experience in tech and design, skilled in bridging communication gaps and driving user growth. Proven track record in startup environments, with hands-on expertise in design, development, and digital marketing.

## Technical Skills

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Adobe Creative Suite (Illustrator, Photoshop, InDesign, AfterEffects, PremierPro, XD, Dimension), Figma, Creative Direction, Design Management, UI/UX, Graphic Design (Print & Digital), Animation, Video Editing, Copywriting, Digital Marketing, Web Development (HTML/CSS/JS, Bootstrap, Tailwind CSS, React, Hugo, Astro.js, Svelte, Wordpress/WooCommerce, Webflow)

## Experience

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**Director of Creative Operations** | PKGX INC. / tea Protocol March, 2022 - May, 2024

*PKGX is a dev shop founded by Homebrew creator, Max Howell, and is a core contributor to the Tea Protocol, a web3 project that rewards developers for their open-source contributions.*

- Led visual creative pipeline for tea's marketing initiatives, achieving 1,000,000 users in 71 days
- Spearheaded the launch of PKGX brand and its flagship product, which became top-rated on ProductHunt
- Managed AI creative initiatives, engineering prompts that generated repeatable, on-brand results

**Chief Creative Officer (CCO)** | Alaeris January, 2022 - August, 2022

*Alaeris was a web3 concept that aimed to incentivize the planting of trees, empower communities in developing countries, and globally offset carbon emissions.*

- Staffed a creative team via Upwork & AngelList (now WellFound)
- Designed our logo and led the team in creative exercises to distill the core brand
- Managed the production of investor slide deck and supporting materials

**Founder** | Anchor Point Collective Inc. January, 2021 - May, 2022

*Anchor Point Collective was a creative agency that partnered with venture studios to produce product MVP's and result-driven digital presences.*

- Grew business to >\$100,000 in revenue in less than 6 months
- Developed two functional apps with a team of four paid interns, and several third-party development vendors

**Creative Director** | Candor USA Inc. April, 2019 - January, 2021

*Candor USA Inc. was a Georgia-based, SaaS startup with the mission of democratizing healthcare coverage for every American. The company was acquired by MyHealthily in 2021.*

- Oversaw brand adherence across all departments (product, marketing, and sales)
- Bootstrapped marketing initiatives and grew the platform to 1000+ users with a zero-dollar ad spend
- Developed a versionable branding system and launched 20 targeted subsidiary brands and landing pages
- Spearheaded high-stakes product demos for investors and big-ticket clients

**Freelance Graphic Designer** | Self-Employed July, 2014 - March, 2019

*Worked on-site for corporate clients in the New York Metro area through Robert Half/The Creative Group, and freelanced remotely via platforms such as Upwork.*

- On-site, corporate clients included: Quidsi (an Amazon company), Verizon, Sakar/Vivitar International, Horizon Group USA, Engender Health, and Radical Media
- Worked with over 100 remote clients across 6 continents and maintained a >90% job success score on Upwork with a 33% client conversion rate

## Education

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BFA Graphic Design, Savannah College of Art and Design

Class of 2015