

# Thomas Smith

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## PROFESSIONAL SUMMARY

Full-stack designer with hands-on experience throughout the entire creative pipeline: design, UI/UX, web development, motion graphics, copywriting, digital marketing, and art direction. Extensive startup experience with comfort in fast-paced, high-stakes environments. Championing AI integration and systems thinking.

## SKILLS

- **Creative:** Graphic Design (Print & Digital), Branding, Product Design, Design Direction, Copywriting, Digital Marketing, Prompt Engineering
- **Technical:** HTML/CSS/JS, Tailwind, Bootstrap, Hugo, Netlify/Vercel, Node.js, Astro, Svelte, React, Wordpress, Firebase
- **Software & Tools:** Adobe Creative Suite, Figma, GitHub, VSCode, Claude/Codex, Lovable, Miro, Slack, Notion, Monday.com
- **Professional Skills:** Client Management, Sales Strategy, Investor Relations, Pitch Decks, Project Management, Stakeholder Communication

## PROFESSIONAL EXPERIENCE

### Tom Smith Design | Portland, ME (Remote)

*Principal Full-Stack Designer | May, 2024 – Present*

- Architected scalable Figma design systems for 10+ marketing teams, **reducing time to ship by 40%** by creating asset libraries with auto-layout that enabled non-designers to manage and ship assets independently without design intervention.
- Directed creative output for cross-functional teams of 5+ designers and engineers, elevating brand consistency across all touchpoints and mentoring junior talent on modern design best practices.
- Served as lead technical consultant for B2B/B2C accounts, directly managing stakeholder expectations and aligning design vision with business KPIs, **resulting in a 90% client retention rate.**

### TEA Protocol/PKGX Inc. | San Juan, PR (Remote)

*Director of Creative Operations | March, 2022 – May, 2024*

- Independently designed, developed, and deployed first two iterations of the company website, reducing required headcount for deployment by 50%, allowing engineers to focus on core product shipping.
- Led visual creative pipeline for tea's marketing initiatives, achieving 1,000,000 users in 71 days.
- Collaborated with the development team to launch the TEA GUI, a visual package manager that went on to be top-rated on Product Hunt.
- Spearheaded company's AI initiatives, developing a workflow that generated imagery for user-submitted software packages using an earlier version of Stable Diffusion.

### Anchor Point Collective Inc. | Savannah, GA

*Owner & Founder | February, 2021 - May, 2022*

- Operated as the in-house creative agency for a venture studio, launching 10+ brands and MVPs in under 12 months, **reducing time-to-market by 25% across the portfolio.**
- Built fully-functional web apps with two teams of interns, plus Upwork freelancers and third-party vendors.
- Interfaced directly with founders to help them distill their ideas into tangible and executable roadmaps.

### **Candor USA Inc. (Acquired by MyHealthily) | Savannah, GA**

*Creative Director | March, 2019 - February, 2021*

- Established and enforced cross-departmental design governance across product, marketing, and sales, ensuring unified brand identity during a period of rapid organizational scaling.
- Bootstrapped organic growth marketing initiatives, **scaling the platform to 1,000+ active users with zero-dollar ad spend** by leveraging targeted content strategy.
- Engineered a scalable, versionable branding system to launch 20+ subsidiary brands and landing pages, significantly reducing time-to-market for new market entries.
- Led high-stakes product demonstrations for enterprise investors and key accounts, directly influencing critical fundraising and sales conversion milestones.

### **Upwork | Remote**

*Freelance Graphic Designer | December, 2016 - March, 2019*

- Worked with over 100 clients across 6 continents, **maintaining a >90% Job Success score and a 33% client acquisition rate.**
- Maintained multiple client accounts simultaneously, across multiple industries and timezones.
- Travelled across the United States and Europe as a digital nomad, adapting on the fly to different cultural norms and working environments.

### **Robert Half/The Creative Group | New York, NY**

*Freelance Graphic Designer | July, 2015 - November, 2016*

- Provided high-level creative support as an embedded contractor for industry-leading organizations including **Verizon TV, Quidsi (an Amazon company), Radical Media, and Engender Health.**
- Adapted quickly to diverse brand standards and internal workflows, delivering production-ready assets across print and digital media.
- Managed tight turnaround times across fast-paced environments, ensuring seamless project handoffs between creative and marketing teams.

## **EDUCATION**

### **Savannah College of Art & Design | Savannah, GA**

BFA, Graphic Design | Class of 2015

Winner, Pernod Ricard CLC Competition