

GT SMITH

305.962.6447
www.gt-smith.com
g.t.smithdesign@gmail.com

FREELANCE

Clients across CPG, hospitality, entertainment, academia, and culture

ART DIRECTOR, GRAPHIC DESIGNER & ILLUSTRATOR | 2022 - PRESENT

- Email marketing, print and digital campaign design support for United Masters, Big X Tha Plug and Young Hood.
- Created compelling Series A and Series B announcement posts with motion for Campfire, as well as highly detailed illustrations and graphic treatments of their keynote speakers to promote their "Finance Forward" event in SF.
- Led brand identity systems for emerging and established organizations (Lost Boys Po' Boys, About T:me Coffee, SHAFR), developing logos, visual languages, brand guidelines, and multi-channel launch assets.
- Directed social and digital campaign creative for TerrAscend, leading tentpole initiatives including 4/20 and Black Friday campaigns; developed platform-specific creative that positioned the brand in real-time cultural conversations.
- Delivered high-end photo retouching and compositing for Honey Media on campaigns for Absolut, Kahlúa, and celebrity-led projects, supporting polished, production-level brand imagery.
- Served as Associate Creative Director on a Bud Light pitch at Anomaly NY, contributing to concept development, visual direction, and presentation of campaign ideas.

ANHEUSER-BUSCH INBEV, NYC

ART DIRECTOR | 2020 - 2022

- Led creative development and execution for national and limited-edition campaigns for Bud Light, Busch, and Natural Light, translating brand strategy into culturally relevant, platform-native content which drove conversion.
- Defined the visual identity, social voice and launch TVC for the Natural Light Vodka launch, directing the brand's initial content system, launch video, and PR shoot to establish a distinct presence within the spirits category.
- Directed the treatments and product launch video for Bud Light Platinum Seltzer TVC and supporting visual systems.

SENIOR GRAPHIC DESIGNER | 2019 - 2020

- Concepted and designed motion-forward, 1:1 and social-first content for Bud Light and Busch Light, developing high-engagement assets optimized for real-time trends and platform behavior.
- Served as design lead on the Bud Light Area 51 Special Edition campaign, creating the visual direction and asset ecosystem for a culturally driven, internet-native launch moment.
- Led creative for major limited-edition and partnership releases, including Bud Light x Post Malone (2019) and NFL/NHL championship editions, developing packaging-support content and digital campaign assets that drove national engagement.

LIVE NATION ENTERTAINMENT, NYC

ART DIRECTOR | 2017 - 2019

- Led creative direction for national festival and live-event brand activations, partnering with sponsors including Citibank, Lay's, American Express, and Smirnoff to design immersive, culturally resonant brand experiences.
- Developed visual systems, motion, and environmental design for large-scale festival integrations, translating sponsor identities into authentic experiences within music and nightlife culture.
- Art directed and created hand-animated motion graphics for Smirnoff's "Forever Party" activation at EDC Orlando, bringing a custom visual language into a live, high-energy environment.
- Designed the visual identity and typography for Citibank Sound Vault events in New York and Los Angeles, including a custom hand-drawn typeface inspired by 19th-century NYC signage, featured in Times Square OOH placements.

EDUCATION

Miami Ad School, Miami & Atlanta — Certificate, Art Direction 2015 — 2017

Full Sail University, Orlando, FL — B.S., Film Studies 2012 — 2014

SKILLS & INTERESTS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro); Affinity Suite (Designer, Photo, Publisher)
- AI-assisted concept development, image generation, and visual exploration
- Photography & videography (film and digital)
- Motion graphics & video editing
- Audio production, mixing, and mastering (Ableton Live)
- Hand illustration & character design
- Printmaking, screen printing, textile techniques, and embroidery
- Visual research and archival curation (contemporary and historical design)