

JOSHUA SMITH

email: josh@somegoodpixels.com

web: <http://somegoodpixels.com>

phone: 1.919.389.1839

loc: DURHAM, NC, USA

EDUCATION **VALEDICTORIAN**, North Carolina State University 2007
Bachelor of **GRAPHIC DESIGN**
Bachelor of **INDUSTRIAL DESIGN**

EXPERIENCE **IBM**, 2006 - present
VISUAL DESIGN LEAD, LotusLive 2009-2010
PRODUCT DESIGN PROFESSIONAL 2007 - 2009
SUMMER INTERNSHIP 2006 - 2007 *IBM extended this internship normally slated just for summer to the entire duration of my final year in college.*
ARGYLE SOCIAL, Graphic Designer, 2010 - present
NCSU STUDENT MEDIA, Graphic Designer, 2006 - 2007

I received a band promotion while working at IBM in 2009 based on performance and increased scope & design leadership responsibilities.



I'm **JOSHUA SMITH**,
a graphic designer
who loves making
useful & beautiful
interactive things.

SKILLS Web Application Design, Promotional Website Design, Production-Ready Prototyping, Raster Motion Design, Identity System Design, Logo Design, Font Design, Typographic Layout & Design

TOOLS Photoshop, Illustrator, Fireworks, AfterEffects, InDesign, Flash, and hand-crafted code & scripting

LANGUAGES XHTML 1.0, XML, CSS 3.0, jQuery 1.4.2, Dojo 1.5 beta, Fundamental PHP, MySQL & Javascript

STANDARDS Web Standards Project, XHTML & CSS Compliance, WCAG Accessibility Guidelines, Design for JAWS screen readers, Progressive Enhancement techniques for IE6, Press Preparation

TECHNOLOGIES Web Hosting & Analytics, Web PIM installation Wordpress 2.9, Movable Type 4.0, SquareSpace, WebSphere Portal 6.1, Lotus WCM, Processing.org

PROJECTS **IBM - ONEUI**: Visual Design Lead & UI Development, 2010 - present

BROWSER PERFORMANCE OPTIMIZATION identifying strategies and graphic components that could be consolidated, sprited, styled purely with CSS, etc. to reduce page-load time, reduce http requests, and account for browser latency

UI DEVELOPMENT including comprehensive CSS specifications neutralizing the color palette and minimizing conflict with customer-declared themes.

DOJO THEME DEVELOPMENT including CSS and imagery to align the javascript toolkit with the UI specifications for visual design and markup interoperability between our new semantic framework and that of Dojo

VISUAL DESIGN providing the complete visual framework (chrome) and CSS for all components within the toolkit including buttons, headers, pagination, application titling, megamenu, tag filtering, menu navigation, modal dialogs, etc.

ICON DESIGN - cross-product file-type icon design

OneUI is a comprehensive markup and style specification for multiple IBM software packages including Lotus Connections, WebSphere Portal, Lotus WCM, Lotus Forms, Lotus Quickr and more

LotusLive is IBM's first introduction in the Software as a Service (cloud) web app space. LotusLive holds the honor of brokering the largest cloud services contract on the web to date.

IBM - LOTUSLIVE: Visual Design Lead, 2007 - present

INFORMATION ARCHITECTURE, WIREFRAMING & GRAPHIC DESIGN for the public-facing site and marketing collateral advertising LotusLive web application suite.

IDENTITY DESIGN including logotype, visual system, service iconography, and web banner collateral
CONTENT MANAGEMENT transition overseeing information architecture in the transition to Enterprise Content Management systems

VISUAL DESIGN & INFORMATION DESIGN for LotusLive cloud-based web applications

DASHBOARD DESIGN - graphic design of the visual system aggregating updates from all applications within a customer's cloud web suite

WPLC is a division of IBM products and services utilized for personal information management & web content creation. We create usable software for all technical skill levels and abilities.

IBM - WEBSHERE, PORTAL, LOTUS CONNECTIONS (WPLC): Visual Designer, 2007 - present

LOGO DESIGN & BRAND CONSISTENCY within existing brand guidelines

APPLICATION THEMING FOR CUSTOMER SALE including custom themes for corporate intranets

WEB ADMIN creating, designing, and managing sites (PHP & MySQL db) linking internal IBM employees to managed and approved production graphics for logos, logotypes, and current screenshots for all WPLC products

Argyle Social is a Social Media Marketing and Analytics company for enterprise business, maintaining message consistency and ROI data across social media sites.

ARGYLE SOCIAL: Graphic Designer 2010

IDENTITY DESIGN including logo, logotype, letterhead, business cards and other collateral

WEB APPLICATION DESIGN & CODING - visual design templates for configurable application tables and dashboard gadgets and XHTML & CSS prototyping

PROMOTIONAL WEBSITE DESIGN - visual design and identity application to public-facing web properties

CUSTOM ICONOGRAPHY - for use in public collateral and web application

SITE DEVELOPMENT - implementation of public site within the Squarespace content management framework & integration with third-party Javascript plugins and libraries

Windhover is an annual publication by NCSU chronicling visual, literary, auditory, and motion artwork created by students and faculty.

WINDHOVER 2007: Graphic Designer, 2006 - 2007

CONCEPT DESIGN determining the thematic expression of the publication

GRAPHIC DESIGN working in a collective of two other designers to compile and design layout for the 130-page publication.

PRESS CHECKS including oversight of Pantone ink densities, paper changes within the publication, and negotiation of 5-color and 2-color pages to stay on budget

WEBSITE DESIGN & IMPLEMENTATION - creating an online version of the print publication allying with the thematic concept of the publication

CONFERENCES & CONTRIBUTIONS **NCPRIDE 2009** Volunteer Design, 2009 - present
IBM RTP USER EXPERIENCE DESIGN CONFERENCE 2009
NCSU MOBILE APPLICATION DESIGN CHARETTE 2009
NCSU INFORMATION DESIGN CHARETTE 2008
EDWARD TUFTE INFORMATION DESIGN LECTURE 2007

AWARDS **AIGA 50 BOOKS / 50 COVERS** (Windhover) National AIGA
PACEMAKER AWARD (Windhover) Associated Collegiate Press
NATIONAL CROWN AWARD, GOLD CROWN (Windhover) Columbia University
BOOM! SHOW (Windhover) AIGA Charlotte
SUMMA CUM LAUDE NCSU 2007 Graduation
HONOR SOCIETY OF PHI KAPPA PHI (Honors Society)
AIGA RALEIGH SCHOLARSHIP (Junior Year Scholarship)
HUGH MORSON SCHOLARSHIP (College Scholarship)