


CONTACT

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Portfolio - kacismart.com 

KACI SMART

GRAPHIC DESIGNER & PHOTOGRAPHER

EDUCATION

BACHELOR OF SCIENCE IN ART

Summa cum laude

Major in graphic design

Minor in marketing

May 2009 | Columbia College

AWARDS

AVA Digital Awards 2014 | Gold

Stop motion animation

Watch it at bit.ly/11Or3bB

CASE VI Institutional Awards | Gold

Multi-page booklet category

View it at bit.ly/19hfKWI

Hermes Creative Awards 2014

Platinum | Holiday e-card

Hermes Creative Awards 2014 | Gold

Internal Communication Campaign

MarCom Awards 2014 | Platinum

Handbook category

The Communicator Awards 2015

Award of Excellence

Presidential Inauguration Invitation

PUBLISHED PHOTOGRAPHY

sportsillustrated.com

ESPN.com

The New York Times

Inside Columbia magazine

News Tribune - Columbia, MO

HERLIFE magazine

L.O. Profile magazine

Trusteeship - Association of
Governing Boards Magazine

Affinity Magazine - Columbia
College Alumni Association

EXPERIENCE

ASSISTANT DIRECTOR - PHOTOGRAPHER AND GRAPHIC DESIGNER

Columbia College | Columbia, Missouri | October 2009 - June 2020

Responsible for creating a wide range of projects including posters, postcards, invitations, brochures, business cards, multi-page programs/magazines, stickers, floor decals, window clings, door hangers, banners, outdoor signage, T-shirts, magnets, social media graphics, web banners, logos, info-graphics and more.

Designed and managed print and digital projects for multiple departments and nationwide campus locations.

Coordinated production of printed pieces with internal and external vendors to ensure price, quality and timely delivery.

Provided graphical support for content writers to use in the college's blogs, website and social media sites.

Collaborated with college's marketing department by designing print and digital ads to promote the college and aid in student recruitment. Corresponded with clients, newspapers and magazines to negotiate pricing and placement of ads.

Developed strategic communication plans and created timelines for clients based on client goals and resources to generate increased interest in events and programs.

Assisted in the 2011 roll-out of the new Columbia College brand. Continued to serve as a brand manager to ensure proper use of the college brand in print and digital materials.

Mentored and managed interns and student-workers.

Served as system administrator for college wide digital asset management system. Created system organizational framework, uploaded photos, created meta-data for content, managed user access to photos and distributed photos throughout the college.

Served as the college photographer for more than 2,000 events and photo shoots.

Served as Photo Editor and primary photography contributor to the college's alumni magazine, *Affinity*. Collaborated with magazine editor and staff writers to generate magazine content and assess photo needs. Coordinated photo shoots and photographed, selected and edited photos to partner with articles.

SKILLS

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Project design

Project management

Print production

Brand management

Client relations

Photo editing

Digital asset management

Strategic communication

Attention to detail