

# DEIIRA SMITH-COLLARD

WEB DESIGNER | GRAPHIC DESIGNER | PHOTOGRAPHER

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## PROFESSIONAL SUMMARY

Creative and collaborative Web/Graphic Designer with over 10 years of experience in web and print design, specializing in delivering high-quality visual solutions. Proven ability to work effectively in team environments, with a keen eye for detail and a strong understanding of design principles. Adept at using Adobe Creative Suite to produce compelling graphics for various media, web design and print collateral.

## EXPERIENCE

### Freelance Web/Graphic Designer & Photographer

Houston, TX | Remote | 2014-Present

- Collaborate with clients to create visually appealing book covers, marketing materials, and promotional graphics.
- Utilize Adobe Illustrator, Photoshop, and InDesign to design graphics for a variety of media, ensuring all designs meet client specifications.
- Managed multiple projects simultaneously, demonstrating strong organizational and time management skills.

### Web/Graphic Designer & Photographer,

MixFitz Studios | Houston, TX | 2015-2023

- Designed promotional materials, social media content, web graphics and video supporting the studio's marketing efforts.
- Worked closely with client to create custom designs that met their specific needs and enhanced their brand presence..
- Maintained and updated the studio's website, ensuring a consistent and engaging user experience.

### Web Designer

Shiloh MBC, Little Zion MBC & Galilee MBC | Remote | Houston, TX | 2014 – 2023

- Designed and maintained websites, incorporating UX principles to enhance user experience.
- Created promotional materials and graphics for print and digital platforms, supporting church events and initiatives.
- Collaborated with stakeholders to ensure all designs met project goals and audience needs.

### Web/Graphic Designer

Anexander Books | Remote | 2012 – 2014

- Developed book covers, marketing materials, and web graphics for a publishing company, ensuring visual consistency across all platforms.
- Worked closely with authors to create cover designs that effectively represented their work.
- Assisted in the production of print and digital materials, including formatting and layout.

## EDUCATION

Bachelor of Fine Arts in Web Design and Interactive Media

The Art Institute of Houston | Houston, TX | June 2013

## TECHNICAL SKILLS

- Programming Languages: HTML, CSS, JavaScript, PHP,
- Applications: Adobe Creative Suite: Dreamweaver, Photoshop, Illustrator, InDesign, Premiere, After Effects, WordPress, MySQL, ProTools
- Web & Interactive Media Design, Photography, Graphic Design