

CAMERON SMITH

BRAND DESIGN / CONTENT DEVELOPMENT / CREATIVE DIRECTION

EXPERIENCE

ADT SECURITY SENIOR DESIGNER | ART DIRECTOR | STUDIO MANAGER

2017 - 2023

Senior Designer & Art Director for ADT's corporate 'brand team'. Designed, built & managed our internal creative team's photo & video production studio. Producing in-house creative for social, ad campaigns, product photography, brand activations as well as other company needs. Managed the organization, development & delivery of all web assets for our .com ecommerce refresh in 2022-23. Including graphics, product & lifestyle photography, icons and more. Collaborated with Agencies like McCann Worldgroup and Bear in the Hall for large scale brand and advertising work. Participated in large-scale photo & video shoots for branded content creation. Working on set as a Brand Ambassador / Associate Director with talent like Drew & Jonathan Scott and Tyrann Mathieu. Collaborated with ADT's Creative Director to develop and execute creative projects across the company working on social content, branding work, web asset development, product photography, illustration, animation and more.

NEXT LED | PROJECT CONTENT DESIGNER | ANIMATOR | PRODUCT DEVELOPMENT

2016 - 2017

Lead both marketing & content development efforts for Next LED. Designing & animating content for LED Signage. Concepted & developed a subscription service named Project Content which continues to be a core revenue stream for the business today. Offering unlimited access to templated content for LED Signage.

COLAB | BRANDING & DESIGN GRAPHIC DESIGNER | VIDEOGRAPHER | EDITOR

2014 - 2016

Starting as an intern during my senior year in art school. I was quickly hired on full time and became lead designer on many client projects covering branding, print, web, interactive, video, illustration, and environmental design. A small boutique agency, Colab allowed me to work directly with clients discussing their creative projects & challenges and collaborating to design solutions. This is where I developed my love for "the pitch".

SKILLS

Software - Photoshop, Illustrator, InDesign, Figma, Premiere, Final Cut, After Effects, Audition, Lightroom

Strategy - campaign development, creative direction

Video - concepting, filming, editing, animation, social, TV

Design - print, web, branding, illustration, product, auto wraps

Illustration - logos, icons, infographics, posters

Photography - product, lifestyle, large scale shoot planning

Voice Over - commercial, help content, corporate needs

EDUCATION

2010 - 2014

BFA in GRAPHIC DESIGN

WICHITA STATE UNIVERSITY (GO SHOCKS!)

REFERENCES

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