



RHAKIM SMITH

Sr. Art Director

smithrhakim@gmail.com
 +1.757.660.8548
 Richmond, VA

www.rhakimsmith.com



EDUCATION

Virginia Tech | B.F.A.
 Studio Art and Industrial Design
 2010 - 2015

SCAD | M.A.
 Advertising: Art Direction
 2015 - 2017

SKILLS

- Adobe Illustrator ●●●●●●
- Adobe Photoshop ●●●●●●
- Adobe Indesign ●●●●●●
- Adobe Premiere Pro/AE ●●●●○○
- Branding ●●●●●○
- Typography/UX Design ●●●●●○
- Managing/Directing ●●●●○○

RECENT EXPERIENCES

- 2020** LVRN Design Contest Winner
- 2019** Addy Award: Gold | Arby's x Coca-Cola
- 2019** Addy Award: Gold | Porsche Exp. Center
- 2019** Moxie Innovative Thinker Award
- 2018** Virginia Tech Unity Mural
- 2018** Addy Award: Gold | Moxie Holiday Card



EXPERIENCE

Familiar Creatures | Richmond, VA
Sr. Art Director and Producer

- Clients include Duke's Mayo, Crunch Fitness, CarLotz, Hardywood Brewery and more.

CreativeDrive | Atlanta, GA
Art Director and Design Lead

- 2nd to the Creative Director in creative development from concept, to execution, to post-production for brands including, but not limited to, The Home Depot, Jeston, Nabisco, and Newell Brands. Creative consists of video and social campaigns for Facebook, Instagram and Pinterest.
- Assist Creative Director in managing the video team: 4 video editors, 2 designers, and 1 copywriter.
- Video director and art director for The Home Depot's series of online "How-To" videos - over 700 in total, with thousands of monthly views.

Moxie | Atlanta, GA
Senior Designer

- Worked closely with Assoc. Creative Director and Creative Directors to meet client requirements and achieve optimal creative executions for digital, social, print and OOH. Clients: Delta, Verizon, Arby's, Georgia Natural Gas, Porsche, Ocean Spray, Driven Brands, and more.

Studio Designer

- Flexible design role, support creative; assist multiple design teams with graphic production for digital advertising campaigns, apps, and websites.

Creative Circus | Atlanta, GA
Instructor

- Advertising instructor at portfolio school teaching art direction and branding.

06.2021 - PRESENT

06.2019 - 06.2021

04.2018 - 06.2019

07.2017 - 03.2018

04.2018 - 05.2019