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# Linda A. Sorrells-Smith

## Graphic Designer

Linda's career is focused on qualitative creative direction for all artistic engagements. In this capacity she works directly with clients to help define and achieve communication objectives. Having worked within a variety of industry segments that have included retail, education, and scientific industries and technology, Linda has been responsible for the development of advertising campaigns for web, multimedia, radio and print. This includes annual reports, training program materials, web site designs, retail signage, displays, and various other communication methods throughout her career. Having received many awards and recognitions throughout her career for her work as well as her volunteer efforts, she is devoted to investing in our youth. Her goal includes helping to guide and direct others into a healthy mind, body and spirit approach in all they set forth to achieve. Establishing goals that help to communicate defined purpose, is an integral part of how she helps others communicate who they are. Linda is now a recently relocated resident of Amherst, NY with her husband and two children.

## Education

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### Columbus College of Art & Design

**Bachelor of Fine Arts – 1983-1987**

Advertising Design—Major

Illustration—Minor

## Employment

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### Haley Marketing Group

2012-Present

**Graphic Designer**

As part of the Creative Team at Haley Marketing designs for various print, electronic mail, newsletter and social media are created for clients in the Staffing Industry. Working closely with project managers, designs are created to compliment marketing plans tailored specifically for each client.

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### Three Leaf Productions

2008-2013

**Creative Director**

As the Creative Director for Three Leaf Productions, I developed and presented new ideas for branding, advertising campaigns and marketing messages to potential and existing clients. Provided direction and tactical marketing strategies in various medias including print, web, television and radio keeping projects on schedule, and within budget.

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## **Franklin International**

March 2010 – June 2010

### **Contract Graphic Designer**

As a contract graphic designer, I worked closely with the creative director and internal product managers to produce visual solutions for sales and marketing of products. Scope of work included gathering information and materials necessary to design and create final artwork for projects as necessary.

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## **Value City Furniture/ American Signature Furniture**

2008-2010

### **Contract Graphic Designer**

As a contract graphic designer for this large retail manufacturer, I was responsible for creating design solutions with a high visual impact. The role involved listening to sales and marketing staff and understanding their needs before making design decisions.

Designs were required for a huge variety of products and activities, such as direct mail, campaign based advertising, posters, product packaging, store displays, and corporate communications maintaining the organizations visual brand. All designs were managed and maintained from concept to final print production.

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## **Full-time Contractor/Freelancer**

2001-2012

### **Full-time Freelance Designer**

As a full-time contractor, I served clients with existing business alliances, partnered with a client's internal staff or used other defined resources to assure that a project's objectives were achieved. Scope of work included marketing campaigns, identity design, magazine layout and website design and development. Often, I performed as the lead role in the design and production of print, identity, packaging, multimedia, web design and web applications. I worked closely with photographers, illustrators, printers and other suppliers to produce high-quality work for clients as projects required.

Client List:

- MurphyEpson Advertising and Public Relations
- Ohio Reproductive Medicine
- Prentice Hall/Pearson Education
- Bexley Area Chamber of Commerce
- Central Ohio Transit Authority (COTA)
- HONDA of America, Inc.
- Leadership At Its Best
- Mount Carmel Foundation
- Otterbein College
- South Central Ohio Minority Business Council

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## **Roxane Laboratories, Inc.**

1993-2001

### **Graphic Designer/Labeling Graphics**

Responsibilities included review, refinement and management of systems to respond to labeling needs for pharmaceutical products for an international production facility. Considerations included government oversight of labeling graphics and printing systems –both nationally and internationally, along with communication and exchange of computer graphic files between international facilities. Ongoing responsibilities included layout and creation of production artwork for pharmaceutical product packaging.