

Gus Smith

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gus.design

A brand-driven *graphic designer* who crafts clean, engaging design that makes a positive impact through effective and genuine communication.

EXPERIENCE

HempWood

Marketing Designer

JANUARY 2025 –

- Overhauled HempWood’s visual identity to build a confident brand presence.
- Improved and optimized marketing processes for more efficient operations.
- Worked directly with our creative director and leadership team to build campaigns.
- Promoted after internship due to strong performance.

Marketing Intern

APRIL 2024 – JANUARY 2025

- Accurately and efficiently provided operational assistance to sales team.
- Successfully managed social media presence across multiple platforms.
- Effectively coordinated marketing materials for trade events.

Murray State Libraries

Graphic Designer

JANUARY 2022 – APRIL 2024

- Created engaging, sophisticated marketing materials to support museum programs.
- Developed multifaceted exhibit spaces alongside fellow student designers.
- Worked with students and faculty to meet their needs for informational materials.

EDUCATION

Bachelor of Fine Arts | Murray State University ‘24

Major: Graphic Design, Minor: Marketing
Honors: *Magna Cum Laude*, Honors Diploma
Experience & Leadership: KIIS Prague Summer Study Abroad, President of Design Club

SKILLS

TOOLS

Layout
Typography
Logo design
Front-end web design
UI/UX design
Informational design
Icon design
Branding

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom
Microsoft Office
HTML5
CSS3
Figma
Mailchimp
ChatGPT