

TATUM SMITH

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501.553.5853

EDUCATION

Graphic Design, Bachelor of Fine Arts
Texas Christian University, May 2022
John V. Roach Honors College, 3.931 GPA

SKILLS

- Adobe Illustrator, InDesign, Photoshop, XD, After Effects, Lightroom, and Dreamweaver
- Figma
- InVision Studio
- Sketch
- HTML and CSS
- WordPress
- Motion Graphics
- Proficient Spanish
- Writing and Copywriting
- Photography

HONORS

Creative Quarterly 64
Winner, Student Category, Advertising
Runner-Up, Student Category, Advertising

Creative Quarterly 66
Runner-Up, Student Category, Graphic Design

TCU Kick A Juried Exhibition**
2021, Accepted Entry, Typographic Design
2022, Multiple Accepted Entries

Innovation Center for Design Excellence
Silver and Bronze Medalist, Logo Design

Graphis New Talent 2022
Package Design, Silver Medalist
Product Design, Honorable Mention

AFFILIATIONS

TCU Design Focus
Member, 2020–Present

Bingo in the Park
Service Club Founder, 2021–Present

Kanakuk Kamps
Counselor and Unit Coordinator, 2018–2020

Reformed University Fellowship (RUF)
Servant Team Member, 2018–2021

EXPERIENCE

Graphic Design Intern // June 2021–August 2021
Compassion International, Remote

- Designed cover art for Grammy-winning artist Kirk Franklin and his single “Lean on Me” with the Compassion Youth Choir
- Created a staff website explaining ministry strategy using WordPress and Beaver Builder
- Laid out wireframes for Compassion Summit event website
- Assembled email templates for security and events teams to send emails to over 3,000 employees
- Crafted graphics using Adobe Illustrator and Photoshop for in-house clientele and international staff newsletters

Programs and Social Media Intern // 2020–2021
The Net, Fort Worth, TX

- Managed social media content, including Instagram stories and talking head videos, to promote the Net’s mission of reminding the marginalized they are seen, known, and loved
- Assisted with an advocacy program for sexually exploited women, which involved writing letters to women incarcerated for prostitution and organizing a jail visit database
- Served at weekly gatherings to build relationships with refugees, victims of trafficking, and the homeless

Graphic Designer // Present
Freelance, Fort Worth, TX

- Design sorority recruitment packets, including resumes, stationery, and stickers, for over 40 clients
- Created a brochure for Safe Families Pikes Peaks
- Rebranded a logo for Radiology Consultants of Little Rock
- Crafted corporate identity for DUO, a clothing brand that raises awareness for period poverty

Student Media Designer // 2019–Present
TCU Student Media, Fort Worth, TX

- Format ads for local businesses to run in TCU Student Media publications with a three-person team
- Design social media graphics for TCU Athletics Español
- Create layouts for *The Skiff* weekly newspaper

Reporter // 2019
TCU Student Media, Fort Worth, TX

- Wrote weekly stories covering student government for *The Skiff* and *TCU360* university news publications
- Attended weekly student government meetings to collect information and conduct interviews for stories
- Formatted stories using WordPress for website publication