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John Michael Smith

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Education

San Francisco State University

San Francisco, CA

Bachelor of Arts in Graphic Design, Minor in Marketing

Expected Graduation: December 2024

GPA: 3.7/4.0

- **Relevant Coursework:**
 - Visual Communication Design
 - Digital Media Production
 - Marketing Strategies for Creatives
- **Academic Projects:**
 - **Brand Identity Redesign:** Collaborated with a team to redesign the brand identity for a local non-profit, including logo, social media graphics, and promotional materials.
 - **UX/UI Prototype Development:** Developed a prototype for a mobile app that helps users locate sustainable businesses, incorporating user feedback to improve functionality.

Work Experience

Graphic Design Intern

Creative Spark Agency, San Francisco, CA

June 2023 – August 2023

- Assisted the design team in creating visual assets for client marketing campaigns, including web banners, social media content, and print ads.
- Worked closely with the creative director to conceptualize and execute branding projects for small businesses.
- Improved efficiency of asset creation by developing a standardized template library, reducing design time by 20%.

Honors and Awards

- **Dean's List**, San Francisco State University, Fall 2022 & Spring 2023
- **2nd Place, Student Design Competition**, for a sustainable packaging redesign project, among 80 participants
- **Creative Arts Scholarship Recipient**, awarded to students with exceptional contributions to the arts department



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Skills

- **Technical Skills:** Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, and Figma
- **Software:** Experienced in Microsoft Office Suite and Canva
- **Languages:** Fluent in English, Conversational in Mandarin