

Thom Smiech

W E B A N D G R A P H I C D E S I G N E R



Web and Graphic Designer

A collaborative UI/UX web and graphic designer with sophisticated organizational skills and a commitment to continual learning and staying current with the latest trends and technologies in web design. Energetic web designer creating and maintaining responsive, functional, interactive, and attractive websites with a 98% customer satisfaction rate. Innovative web and graphic designer with solid management skills and exceptional customer service, blending technical expertise with a uniquely creative perspective. Web designer specializing in usability and user experience, analyzing to identify root causes, conducting research, resolving pain points, and successfully communicating solutions to users of all technical aptitudes.

Contact

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Links

- [Print-Ready Portfolio](#)
- trwebcreations.com
- [linkedin.com/in/thomsmiech](https://www.linkedin.com/in/thomsmiech)

Education

BA GRAPHIC DESIGN AND MEDIA ARTS WITH A CONCENTRATION IN WEB DESIGN WITH A MINOR IN INFORMATION TECHNOLOGIES

Southern New Hampshire
University

2020 - 2023 / GPA 4.0

- Summa Cum Laude
- President's List Every Term
- Alpha Sigma Lambda Honor Society Member
- National Society of Leadership and Success Member

A.A., COMPUTER ENGINEERING

Valencia College, Orlando, FL

A.S., COMPUTER PROGRAMMING

SUNY Adirondack, Glens Falls, NY

Professional Experience

UI/UX Web & Graphic Designer

TRWEBCREATIONS (SELF-EMPLOYED)

1999 - PRESENT / ALGONQUIN, ILLINOIS

- Skilled in using Adobe Creative Suite to create visually stunning designs that meet clients' needs. Consistent record of successfully overseeing end-to-end web design initiatives, encompassing planning, execution, and delivery, for diverse clients within the finance, medicine, law, education, and leisure sectors, resulting in an average project completion rate of 9% ahead of schedule.
- Uses Adobe Creative Suite to create visual concepts and designs for websites, including layout, color schemes, typography, and imagery. Collaborates with clients to comprehensively comprehend user personas, creating precise user interfaces and experiences that undergo rigorous usability testing. Skillfully analyzes gathered metrics and swiftly makes data-driven adjustments, consistently achieving an improvement in overall user experience metrics. Creates wireframes, prototypes, and high-fidelity designs for user interfaces and user experiences.
- Leverages expertise in HTML, CSS, JavaScript, SEO, graphic design, and content strategy to develop and code websites that consistently achieve impressive business outcomes, such as enhanced user engagement, an increase in organic traffic through SEO optimization, and improvements in conversion rates through strategically designed user interfaces.
- Ensures design projects not only adhere to compliant coding standards and meet budget and schedule parameters, but also consistently exceed clients' and stakeholders' expectations by delivering an average of 1% under-budget results and achieving a 95% satisfaction rate in post-project evaluations.

Lead Promotional Sales Specialist

ADVANTAGE SALES AND MARKETING

2012 - 2018 / ALGONQUIN, ILLINOIS

- Crafted promotional initiatives that provided customers with one-of-

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WEB AND GRAPHIC DESIGNER

Web Design Skills

- Responsive Design
- Front End Development
- Bootstrap Framework
- Site Troubleshooting
- Visual Design Tools
- Web Development Project Lifecycle

UI / UX Design Skills

- User Personas
- Prototyping/Wireframing
- User Data Analysis
- Multi-Device Design
- Style Guides/Typography
- Storyboards/Sitemaps
- Empathy

Communication Skills

- Communication
- Decision Making
- Project Management
- Self-motivation
- Collaboration/Teamwork
- Critical Thinking
- Give/Accept Feedback

Technical Skills

- Adobe Creative Suite
- HTML/CSS
- Graphic Design
- Brand Identity
- Layout Design
- Print Design
- Photo Editing
- JavaScript
- Social Media
- LinkedIn Learning courses

a-kind, unforgettable, and captivating experiences, ultimately driving up sales for the store. Provided training to sales specialists on effective product presentations, skills, and best practices for customer service, which resulted in a significant increase in-store sales.

Senior Network Administrator / Web Designer

PRIVATE LABEL TRAVEL

1997 - 2002 / DOWNERS GROVE, ILLINOIS

- Proficiently managed and maintained Wide Area Networks (WAN), Local Area Networks (LANs), and data warehousing with high expertise and effectiveness.
- Developed standards for networks and systems was a crucial task that ensured consistency, reliability, and security. Researched, recommended, and purchased new hardware and software that benefited the company.
- Managed, trained, and mentored the Field Support Team, which helped team members build their skills and knowledge and provided high-quality support to users. Planned and created trusted user accounts on multiple domains that supported company growth. Upgraded user and network software to keep current with all versions, patches, and fixes.
- Developed, programmed, and maintained the corporate websites and Internet E-Commerce infrastructure, utilizing Sun's iPlanet and Microsoft's Internet Information servers. Implemented robust scalability measures to accommodate escalating traffic and usage requirements, thereby ensuring optimal performance and long-term viability.
- Configured routers, firewalls, DNS, e-mail, Web, and FTP services. Trained local administrators on standard network server procedures, including virus protection and other security measures, completing all projects on time and under budget.

Network Consultant

H. ALLEN AND COMPANY

1995 - 1997 / DOWNERS GROVE, ILLINOIS

- **Sandoz Agro, INC**, Des Plaines, Illinois - Network administration of more than 1000 workstations spanning multiple locations, supporting swift and favorable resolutions. Performed regular backups and maintenance of user data. Monitored and optimized the WAN and LANs, including installation, testing hardware and software, and remote access. Developed and documented network and system standards. Designed and maintained the company's intranet.
- **IBM**, Oakbrook Terrace, Illinois: Undertook extensive visits to numerous client sites across the United States to conduct comprehensive network connectivity analyses, meticulously curate relevant data, and furnish comprehensive asset reports to the respective organizations.
- **Keebler Company**, Elmhurst, Illinois - Oversaw network and backup server operations while also conducting comprehensive training sessions for employees on company software solutions.