

# BRENTON SMITH

GRAPHIC DESIGN · ART DIRECTION



## EXPERIENCE

CREATIVE DIRECTOR · STATION16 · 2003-PRESENT

STATION16.COM

Ownership and operation of freelance creative firm providing design services for identity, print, web, motion graphics and environmental design, as well as video services for pre-production, post production and live event production.

- Art Direction and Video Production: Video elements for Stanton Lanier Music for live performances, including location shoots and live visual design.
- Clients:
  - Friends of Tom, non-profit arm of Tom's Shoes: first web site.
  - Good Samaritan Healthcare of Cobb: various print collateral design.
  - Peachtree Presbyterian Church, largest Presbyterian Church in U.S.: live production, media content.
  - Children's Healthcare of Atlanta: post production video.

CREATIVE DIRECTOR · NORTHSIDE CHURCH · 2008-SEPTEMBER 2011

NORTHSIDEUMC.ORG

Leading a team of creative professionals with expertise in print, web and video design for a 5,000 member congregation in the Buckhead community of Atlanta, Georgia.

- Design and Art Direction: Northside Church Identity, including logo, style guide, redesign of all publications, web, signage and social media. Annual design of major events and campaigns, including themes, print, web, set design, motion graphics, signage.
- Team Direction and Vision: Development of Creative Services division, assimilating professional design staff of 4-6 staff members to meet the ever growing needs and vision of a large organization and collaborating with up to 60 staff members and many more volunteers. Managing annual budget and resources of \$350,000-\$500,000.

DIRECTOR OF MEDIA · NORTHSIDE CHURCH · 1999-2008

NORTHSIDEUMC.ORG

Creative direction of Students and various ministries and their video, print, web design and theme design and worship experiences.

- Design: Leading creative direction of all design for Students, Women's, Children's, Missions and various ministries and general church campaigns and their design completion through print, web, video, multimedia. Leading a staff of 2 creative professionals and collaborating with up to 30 staff members and volunteers.

CONTRACTOR · RENEWED VISION · 2007-PRESENT

RENEWEDVISION.COM

Trainer for and representative of presentation software developer (ProPresenter and ProVideoPlayer) at events and conferences in the United States and Canada.

- Represent Renewed Vision at live production events and exhibition events in the US and Canada.

## EDUCATION

Georgia State University · Atlanta, Georgia

Bachelors of Fine Arts, Graphic Design, 2009

Film/TV, Journalism, PR, 1993-1997

## PROFESSIONAL AFFILIATION

AIGA · The Professional Organization for Design

## SKILLS

Adobe Creative Suite 5

Photoshop

Illustrator

Indesign

After Effects

Flash

Dreamweaver

Apple Final Cut Studio

Final Cut Pro

Motion

Soundtrack

Compressor

DVD Studio Pro

Apple iWork

Pages

Numbers

Keynote

MS Office

Word

Excel

PowerPoint

Entourage

Web Languages

HTML

CSS

Javascript

Renewed Vision

ProPresenter

Pro Video Player

Music

Guitar

Voice

404.376.3515  
TELEPHONE

2661 ROSEMARY STREET NW ATLANTA, GEORGIA 30318  
ADDRESS

[WWW.STATION16.COM](http://WWW.STATION16.COM)  
URL

[BRENTON@STATION16.COM](mailto:BRENTON@STATION16.COM)  
EMAIL