

TALON C. SMITH

CONTACT

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SKILLS

Photo/Design

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom Classic
Photography

Motion/Video

Adobe Premiere
Adobe AfterEffects
Final Cut Pro
Videography

Coding/Web/UX

Adobe XD
Squarespace
Webflow
HTML/CSS Coding
Java Coding
C/C# Coding
Unity
Google Drive
Microsoft Office

INTERESTS

Skateboarding
Playing Bass Guitar
Running Marathons

EDUCATION

University of Miami

Aug 2018 - December 2021 | Coral Gables, FL

Majors: Creative Advertising (specialty in Graphic Design), Computer Science
Minors: Music Business and Entertainment Industries, Math, Interactive Media
GPA: 3.6

Semester At Sea/ISE

September 2022 - December 2022 | Amsterdam, NL - Dubai, UAE

Coursework: Global Communication Technology, Positive Psychology

EXPERIENCE

Freeplay Studios

Founder & Creative Director

Worldwide | May 2022 - Present

- Lead a design and development studio specializing in high-converting websites for direct-to-consumer (DTC) brands generating \$1M-\$7M+ in annual revenue
- Manage and direct a small team of designers and developers, overseeing project timelines, quality control, and client communication
- Design and build custom Shopify and Webflow websites, landing pages, and digital experiences focused on conversion and brand storytelling
- Collaborate directly with founders and marketing teams to improve user experience, increase conversion rates, and support revenue growth
- Develop brand identities, creative assets, and marketing materials across web, email, and paid media channels
- Source and close new clients through outbound, referrals, and network

Bindavista Farms

Cowboy

Gippsland, VIC, Australia | July 2023 - October 2023

- Provided attentive and skilled assistance during calving seasons, ensuring the safe delivery of calves, addressing any complications, and successfully raised and cared for cow calves from birth to maturity.
- Performed farm chores such as feeding, vaccinating, livestock herding, and managing cattle, ensuring efficient and safe movement of livestock on the farm.

GreenRoom Agency

Graphic Designer

Miami, FL | May 2020 - May 2022

- Created graphics and videos to be posted on clients' social media pages.
- Maintained and updated the company's website regularly to include the newest client work and resources to attract new clients.

AWARDS

AAF Advertising Awards

Awarded: March 2022

- Southeastern District Gold: Aubi & Ramsa - Unlock Euphoria
- Miami Gold: Extra Choose to Chew Campaign
- Miami Silver: Voltaic typeface, Tour Miami AR Map, Aubi & Ramsa - Unlock Euphoria