

ETHAN A. SMITH

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ethansmithportfolio.com

OBJECTIVE: Seeking a full-time role in data-driven product design and development to create innovative solutions.

SKILLSET:

SOFTWARE: AutoCAD, Autodesk Maya, FreeCAD, Figma, Framer, Adobe, Visual Studio Code, Microsoft Office, Google Workspace

CAD 3D MODELING: Assembly Modeling, Surface Modeling, Parametric Modeling, 2D Drafting, Technical Drawing Standards

PRODUCT DESIGN: Interaction Design, Information Architecture, Wireframing, Prototyping, Usability Testing, Competitor Analysis

DEVELOPMENT: HTML, CSS, JavaScript, jQuery, AI-Enhanced Research and Analysis, AI-Prompted Contextual Problem Solving

EXPERIENCE:

INDIANAPOLIS HOST COMMITTEE | MARKETING INTERN

Indianapolis, IN | Aug - Dec 2021

- **Data-Driven Design & Marketing Strategy:** Leveraged user demographics, analytics, and survey data to inform design decisions, optimize visual communication, and enhance social media engagement.
- **Collaborative Execution & Research-Backed Solutions:** Partnered with marketing teams, executives, and product users to integrate feedback, conduct competitor research, and develop impactful design solutions.
- **Content Creation & Workflow Efficiency:** Designed and distributed both static and motion graphics for Indianapolis Host Committee-sponsored events, while maintaining project files, tracking design iterations, and producing reports to streamline processes.

ABR PRINT | GRAPHIC DESIGNER

Bloomington, IN | Dec 2021 - Sep 2024

- **Design & Brand Development:** Led end-to-end design projects, creating product packaging, labels, and promotional materials for ABR Print and organizations like YMCA youth programs while ensuring brand consistency and market impact.
- **Data & Project Management:** Organized and maintained extensive client records, including design iterations, purchase history, and payment documentation, leveraging local file search and web research to streamline project execution.
- **Process Optimization & Collaboration:** Improved workflow efficiency by refining design iteration tracking, optimizing training processes, and collaborating closely with the CEO, clients, and marketing teams to deliver high-quality, strategic designs.

EDUCATION:

PURDUE SCHOOL OF ENGINEERING & TECHNOLOGY

GPA: 3.7 / 4.0

Dean's List (Fall 2020, Fall 2023)

B.S. Computer Graphics & Technology

LEADERSHIP & COMMUNITY IMPACT:

MONROE COUNTY YMCA | HEAD LIFEGUARD

Bloomington, IN | Since Sep 2015

- **Leadership & Mentorship:** Led a team of lifeguards for over 9 years, designing and executing training programs that set high standards for professionalism, safety, and teamwork, while fostering a supportive and community-oriented work environment.
- **Building Connections:** Developed lasting relationships with YMCA patrons, creating a welcoming atmosphere and ensuring personalized interactions that promoted a sense of community.
- **Supporting Local Causes:** Applied design skills to local community initiatives, creating impactful proposals and branding for The City League of Indianapolis and YMCA swim teams, helping secure funding and enhance visibility for youth programs.
- **Process & Safety Improvement:** Streamlined operational processes by maintaining detailed training reports, monitoring certifications, and enhancing emergency preparedness through regular updates to the Emergency Action Plan.