



SHAI Smith

GRAPHIC DESIGNER & STRATEGIST

Graphic designer and creative professional with experience across galleries, marketing, merchandising, customer service, and arts-based environments. Skilled in visual communication, creative operations, and supporting engaging physical and digital experiences.

SKILLS

Adobe Creative Suite
Branding & Visual Identity
Integrated Brand Strategy
Social Media Graphics
UX / UI
Merchandise Design
Exhibition Design

EDUCATION

2025 - Present (Class of 2027)
Moore College of Art & Design

2019 - 2021
University of the Arts

EXPERIENCE

University of The Arts - Enrollment Marketing

Graphic Design Assistant
2019 - 2021

- » Collaborated with the head designer to create marketing materials.
- » Designed icons, social media graphics, and formatted health forms following brand guidelines.
- » Assisted in preparing promotional packages and enrollment materials.
- » Ensured consistency across print and digital assets.

Starved Designs Co.

Creative Director & Brand Strategist
2021 - Present

- » Designed logos, branding materials, and websites for independent businesses.
- » Managed social media accounts, increasing engagement and visibility.
- » Created digital and print assets, ensuring consistency in visual identity.
- » Provided consultation to clients, translating ideas into compelling designs.

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CONT.

ADDITIONAL EXPERIENCE

EXPERIENCE

Luster Gallery + Studio

Gallery Assistant & In-House Designer (Intern)

May 2026 - August 2026

- » Supported gallery operations, exhibitions, events, and day-to-day visitor needs in a contemporary art environment.
- » Created print and digital materials, merchandise, and promotional assets while maintaining the gallery's visual identity.
- » Assisted with exhibition research, documentation, artist-related projects, and preparation for gallery programming.
- » Collaborated directly with gallery leadership on creative projects while communicating with artists, visitors, and community partners.

Moore College - Photo Department

Photo Cage Student Monitor

October 2025 - Present

- » Manage camera and equipment checkouts, returns, and reservations while following department procedures.
- » Prepare equipment and studio reservations for students, ensuring requested materials are organized and ready for use.
- » Charge, organize, and maintain cameras and related equipment while monitoring inventory and equipment condition.
- » Independently open and close the Photo Cage and assist students with equipment, policies, and checkout procedures.

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AWARDS

SHAI SMITH AWARDS & HONORS

Selected recognitions reflecting my growth and creative development.

- **The Frieda Fehrenbacher Women's Leadership Fellowship**

\$5,000 Recipient

Moore College of Art & Design, 2026

Awarded to conceptualize and produce No Shelf Life, an interactive exhibition and digital archive supporting emerging artists

- **Creative Learning Through The Arts Award**

Graphite Drawing Honorary Award

Philadelphia School District, 2018

Recognized for artistic achievement; work exhibited alongside other award winners.

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