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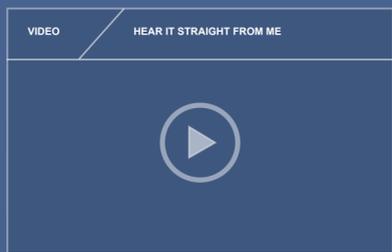
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Kevin Smith

Web Design, UX & Marketing

Add an asset to your team

I want to talk. You deserve a better designer.



I am tirelessly searching for a special group of people that want to do great things. A company that has a mission so set in stone that there is no wavering, no wondering and no possible way to lose our direction. A place that I wake up truly excited to go and accomplish amazing successes. I want to work with people that I respect, admire and enjoy.

The bag I carry

Web Design	13 Years
Wordpress	11 Years
HTML / CSS	11 Years
Project Management	8 years
Conversion Testing	4 Years
Department Management	4 Years
3D Design	2 Years
Ecommerce Marketing	1.5 Years
Video Production / Edit	1 Year

After finishing high school at Athens Drive in Raleigh, NC, I was accepted into the BFA program at East Carolina University. This is where I concentrated on fine and communication arts. My love of graphic and web design were born in Greenville, NC.

I now passionately pursue marketing through conversion optimization in web design and content creation.

Work History

Strategic Advantage 14 to Current

VP of Inbound Marketing/Photography/Design/Strategy

My foray into Ecommerce! I have learned so much on this journey through web marketing. I got the chance to dive deep in the mind of the customer through their buying process. Starting with a soft sale quality content driven model and even moving into a hard sale remarketing and landing page approach. Automation and email marketing are just a few of the tools I am beginning to master. I love the applications of brand management through stellar imagery, quality video and brand voice. I had the opportunity to touch every aspect of E-commerce marketing!

Consultwebs 08 to 14

Web Developer/Web Designer/Director of Design Services

My continued persistence as a stellar contractor landed me a full time position as a Senior Designer with Consultwebs in 2008. Although this position said design in the title, we did just about everything from creating javascript apps to adding content to websites for law firm clients. Continued passion for this company landed me a great promotion to oversee the full design process. I became obsessed with conversion design and excellent at client communications. One of my favorite parts of this position was the ability to present actual data during speaking engagements.

Freelance Contractor 07 to 08

Web Developer/Web Designer

Wow what a stressful and stress free job all at the same time! When I had projects lined up, I would work endlessly to provide quality work for my website clients. When there was no work, I beat the pavement to find any jobs I could muster. I really enjoyed being a contractor. I was good at contracting due to the experience I gained previously with communication and continually meeting client demands. I was in control of how much work I could take in. I also learned how to pick and choose the right type of clients for me.

Greenwich Bay Trading Company 98 to 06

Web Developer/Web Designer/Art Director

I learned some very interesting things at this job. How to work with people. How to make things better everyday and of course how to meet intense deadlines in a panic state. I also learned to how customize almost anything! I worked with machines I would never had access to otherwise, like a pad printing machine, Heidelberg presses and digital printing presses.

My favorite activities



My favorite people



Ice Hockey



1st Dahn Black Belt TKD



Strengthening my mental skills

I thrive when I am making something, someone or some process better, faster and more efficient. This is why I love data driven design.

Kevin Smith

Web Design, UX & Marketing

Send me an email to connect

919.649.7059

Kevin Evans

Creative Director - Consultwebs

Call me for a reference (919) 961-0093 →



“ I highly recommend Kevin Smith for any web design project. I had the pleasure of working with Kevin when consulting at Strategic Advantage Technology Solutions, Inc., where Kevin and I collaborated on a variety of web design projects including a handful of Fortune 500 company assignments. During the time we worked together Kevin consistently and enthusiastically... [Continue Reading](#)

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