



# CALEB SMITH



calebsmithdesign.com



calebsmith972@gmail.com



2305 Grand Ave,  
Des Moines, IA 50312

## EDUCATION

### DRAKE UNIVERSITY DES MOINES, IA

*B.A Open Communications  
July 2024*

### DES MOINES AREA COMMUNITY COLLEGE ANKENY, IA

*Associates Graphic Design  
May 2022*

## TECHNICAL SKILLS

Adobe Creative Suite  
UX Pin  
HTML  
CSS  
Microsoft Office  
SEO  
Wireframing  
Prototyping  
Google Analytics  
WordPress  
Content Creation  
Inquiry-based Research  
Campaign Management  
Style Guidelines  
UI/UX Strategies

## SOFT SKILLS

Time Management  
Team Player  
Adaptable  
Flexible  
Attention to detail  
Expeditious  
Client relations  
Analytical mindset  
Creative thinking

## EXPERIENCE

JAN 2024  
PRESENT

### DIGITAL MARKETING DIRECTOR

Method Search Consultants, Des Moines, IA

- Regularly analyze marketing metrics and KPIs, generating actionable insights to optimize strategies and improve ROI
- Research and analysis skills to identify target markets and opportunities for growth in the ag industry
- Collaborating with creative partners to develop video content and marketing podcasts for ag industry professionals
- Create and manage ad and social media campaigns
- Led SEO and website optimization, boosting organic search rankings and user engagement through targeted content and analytics-driven improvements.

JULY 2023  
JAN 2024

### UI/UX DESIGNER

Farmboy Inc, Des Moines, IA

- Led UI/UX strategies for 25+ websites, overseeing features, wireframing, prototyping, and testing for optimal engagement.
- Conducted user research, crafting personas, journeys, and empathy maps to inform design decisions.
- Developed intuitive user flows, ensuring seamless interactions across platforms. Managed media migration, optimizing content within project timelines.

AUG 2022  
JULY 2023

### JUNIOR GRAPHIC DESIGNER

Farmboy Inc, Des Moines, IA

- Developed and documented style guidelines for web site content
- Built graphics and layouts for flyers, brochures, packaging, company logos, social calendars and websites
- Migrated content using custom templates built by developers through content management systems

FEB 2022  
AUG 2022

### GRAPHIC DESIGN INTERN

Farmboy Inc, Des Moines, IA

- Prepared illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes
- Managed own accounts and projects, working within budget and scheduling requirements
- Assisted creative directors to develop design solutions