



KENDRIC SMITH

WEB & VISUAL DESIGNER

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🌐 kendricsmith.com

📍 945 Taraval St. #186
San Francisco, CA 94116



TECHNICAL EXPERIENCE

CEO - WORDPRESS DEVELOPER

Aug. 2020 - Current
San Francisco, California

CO-FOUNDER - CREATIVE DIRECTOR

Nov. 2019 - Aug. 2020
Oakland, California

DESIGN LEAD - VISUAL DESIGNER

August 2019 - Nov. 2019
San Francisco, California

SR. WEB DEVELOPER

March 2019 - July 2019
Oakland, California

WEB DESIGNER - DIGITAL CONSULTANT

March 2014 - Feb. 2019
Worldwide (Remote)

CO-FOUNDER - GENERAL MANAGER

May 2013 - March 2014
Oxford, Mississippi

K.SMITH VENTURES

- Invested in various digital based start-ups.
- Developed niche e-commerce websites.
- Trained inspiring digital nomads in Wordpress.
- Provided business strategy and techcal support.

KANDIE CREATIVE GROUP

- Developed (design & code) websites in WordPress.
- Designed B.O.D and strategic planning documents.
- Created Powerpoint and Keynote presentations.
- Defined project deadlines, tasks, and deliverables.

HERO DIGITAL, LLC.

- Mastery in Illustrator, InDesign, and Photoshop.
- Managed and collaborated with a team of designers.
- Provided design strategy, training, and support.
- Created conceptual designs using Sketch app.

KAISER PERMANENTE

- Developed responsive, compliant WordPress themes.
- Created graphics, logos, prototypes, and wireframes.
- Integrated plugins, APIs, widgets, and contact forms.
- Designed visual elements for KP Sharepoint sites.

FREELANCER (CONTRACTOR)

- Designed and maintained WordPress websites.
- Developed UX/ UI visual web design concepts.
- Produced storyboards, scenarios, and user flows.
- Implemented plugins, templates, and modules.

SKY 9 INTERACTIVE STUDIOS

- Designed in-store graphics, emails, and banners.
- Produced templates in CSS, HTML and Javascript.
- Created (design & code) promotional landing pages.
- Branding: logo design, stationaries, business cards.



ABOUT ME

A highly creative and well-rounded individual with a talent for visually bringing ideas to life. Passionate about travel, healthy eating, yoga, reiki, wellness, and self-development. Lived and worked on various web projects in Mexico, Ecuador, Peru, Colombia, Cambodia, Indonesia, and Thailand.



HIGHLIGHTS

- Web Design & Development
- Front-end / Back-end coding
- Visual & Graphic Design
- WordPress Development

Design Tools: Adobe Creative Suite, Illustrator, Photoshop, InDesign, Craft, Sketch, Invision, Dreamweaver, Zeplin, WordPress, Balsamiq, and Webflow.



KEY SKILLS

DEVELOPMENT



DESIGN



EDUCATION

ASSOCIATE OF ARTS (A.A.) DEGREE

2006 - 2008
Jacksonville, Florida

FLORIDA STATE COLLEGE

Business Administration coursework: Communications, Computer Programming, Business Management, and Digital Media/Multimedia Technology