

JARED SMITH

Kansas City, MO · (816) 718-5158 · jared@smith.mu · jaredsmith.co · [linkedin.com/in/jaredsmithdesigner](https://www.linkedin.com/in/jaredsmithdesigner)



A designer who builds.

With 15+ years of experience spanning UI design and front-end development, I bring both the visual thinking and technical ability to take a project from mockup to production. My background covers the full scope – digital, branding, and print – and a self-taught foundation has kept me adaptable and driven to keep growing. I'm consistently motivated to push the craft further on every project.

Experience

VML – Kansas City, MO

Senior Experience Designer | Mar 2022 – Present

- ▶ Design end-to-end web experiences for Hill's Pet Nutrition, a global pet nutrition brand, from wireframes and UX flows through high-fidelity, developer-ready UI
- ▶ Contribute to and maintain an integrated design system, ensuring consistency and scalability across a large digital ecosystem
- ▶ Present concepts and design rationale directly to client stakeholders
- ▶ Balance creative execution with brand standards and legal/regulatory requirements

Intouch Solutions – Kansas City, MO

Front-end Developer | Oct 2018 – Mar 2022

- ▶ Developed websites, landing pages, email templates, and interactive animated banner ads for life sciences clients
- ▶ Ensured cross-browser compatibility and accessibility standards across all deliverables
- ▶ Navigated strict regulatory and compliance requirements inherent to the pharmaceutical/life sciences industry
- ▶ Mentored junior developers and coordinated projects with offshore development teams

Light Up the Dark – Kansas City, MO

Front-end Developer / UI Designer | Aug 2011 – Oct 2018

Contract (2011–2016, part-time alongside IHOPKC) · Full-time from May 2016

- ▶ Led front-end development of custom responsive sites, including ecommerce solutions
- ▶ Managed projects end-to-end from wireframing and UI design through development and delivery, sometimes including brand design in parallel
- ▶ Collaborated directly with clients during pitches and presentations
- ▶ Focused on user experience, usability, and responsivity throughout both contract and full-time tenure

IHOPKC – Kansas City, MO

Creative Director | Aug 2011 – May 2016

Also served as Art Director (2013–2015) and Graphic Designer (2011–2013)

- ▶ Led creative vision and branding for a large non-profit, covering corporate identity, events, training programs, and merchandise
- ▶ Held senior leadership role in the internal marketing department, directly supervising art production
- ▶ Spearheaded a full website redesign initiative
- ▶ Managed digital and print production – including publication design – from conception to final delivery
- ▶ Assisted in skill development and direction of the design team

Skills & Tools

Design

Figma, Sketch, Generative AI, Photoshop, Illustrator, InDesign, Lightroom

Development

HTML, CSS/SCSS, JavaScript, React, PHP, WordPress

Workflow & DevOps

Git, npm, Yarn, Azure DevOps, Visual Studio Code

Other

Photography, Lighting

Notable Projects

Kansas City Zoo

UI Designer / Print

Redesigned the zoo's public-facing website and produced a large-format illustrated park map, both as part of a comprehensive rebrand through Light Up the Dark.

IHOPU

UI Designer / Front-end Developer

Independently designed and developed a full university website from the ground up, handling everything from information architecture through final deployment.

Tikvah Supernaturals

Brand Designer / Front-end Developer

Developed brand identity, packaging design, and e-commerce site for a consumer product line.