

Carl E. Smith
b. 1976, Laguna Beach, CA
Lives and works: Southern California

Education

Master of Arts in Humanities
Specialization in Cultural Philosophy
Antioch University

Bachelor of Liberal Arts
Antioch University

Professional Experience

2023 - Present

Director of Design
Laguna Art Museum, Laguna Beach, CA

Laguna Art Museum exists to engage and enlighten people of all ages through art that embodies and preserves the California experience.

- Visual identity management, brand strategy, and exhibition design for a leading California art institution.
- Oversee marketing campaigns, creative content, and visual systems aligned with the museum's mission.
- Manage department operations, including team development and budget planning.
- Support cross-departmental collaboration on education, engagement, and public programs.

[Lagunaartmuseum.org](https://lagunaartmuseum.org)
[@lagunaartmuseum](https://www.instagram.com/lagunaartmuseum)

2020 - 2023

Creative Director
Electric Visual Evolution, LLC., San Clemente, CA

Electric is an action sports industry eyewear brand that designs high-quality, innovative sunglasses and snow goggles at the intersection of style and performance.

- Directed global brand strategy and creative content for a performance eyewear company.
- Designed integrated campaigns across digital, retail, print, and social media.
- Managed in-house creative teams, production timelines, and marketing budgets.
- Championed storytelling that connected sport, fashion, and lifestyle cultures.

electricvisual.com
[@electric](#)

2019 - 2020

Adjunct Instructor
LCAD, Laguna Beach, CA

Laguna College of Art + Design (LCAD) is a private college in Laguna Beach, California. LCAD is committed to preparing students for careers as creative artists and designers.

- Designed and taught career development courses for Fine Art undergraduates.
- Provided mentorship on portfolio development, grants, gallery relations, and career navigation.

Lcad.edu

2010 – 2021

Owner, Director
CES Gallery and River Gallery, Los Angeles, CA

CES and River Galleries were contemporary art galleries that operated on a non-traditional, carefully constructed platform for local and international artists. Its primary shape is a physical gallery with artist-specific programming.

- Founded and operated two contemporary art galleries, presenting exhibitions for local and international artists.
- Curated over 50 exhibitions and participated in art fairs in the U.S. and abroad.
- Provided curatorial strategy, artist development, and art consulting to collectors and institutions.
- Produced lectures, workshops, and events fostering community and critical dialogue.

[@ces_gallery_archive](#)

2004 – 2010, 2017 – 2019

Art Director
Electric Visual Evolution, LLC., San Clemente, CA

Electric is an action sports industry eyewear brand that designs high-quality, innovative sunglasses and snow goggles at the intersection of style and performance.

electricvisual.com
[@electric](#)

1997 – 2004

Graphic Designer

Mystic Skates, Prague, CZ

Mystic Skates is a legendary skateboard shop and distributor in the Czech Republic. The company is responsible for the proliferation of skateboarding in the country and hosts an annual World Cup Skateboarding event.
Responsibilities: Graphic design, event production, translation.

Community Service

2023 - Present

Arts Commissioner - City of Laguna Beach Arts Commission
Laguna Beach, CA

Teaching Experience

2020-2021

Adjunct Instructor, LCAD
Laguna Beach, CA

2018

Lecturer, Coastline Community College
Newport Beach, CA

2018

Substitute Instructor, CTE Arts & Entertainment
Coastline ROP, Costa Mesa, CA

Panels

2025

General Operating Support Panel, California Art Council
Sacramento, CA

2025

Judging Panel for OC Student Artist of the Year
Chapman University, Orange, CA

2017

Gallery Representation vs. Self-Representation, panelist

Orange County Great Park Gallery, Irvine, CA

2017

Fine Arts Professionals, panelist, LCAD
Laguna Beach, CA

2014

On Collecting Art, panelist, Wilding Cran
Los Angeles, CA

Awards

2019

Joan C. Edwards Distinguished Professorship in the Arts
Marshall University, WV

2008

SIMA Awards, Accessory of the Year
Electric Visual iPhone App

Workshops

2020

Fall Semester - Professional Studies, LCAD, Laguna Beach, CA

2019

Fall Semester - Professional Studies, LCAD, Laguna Beach, CA

2019

Spring Semester - Art as a Career, UCSB, Santa Barbara, CA

2019

Spring Semester - Art as a Career, Marshall University, Huntington, WV

2018

Spring Semester - Art as a Career, Coastline Community College, Newport
Beach, CA

2018

Fall Semester - Art as a Career, Coastline Community College, Newport Beach, CA

Select Projects

2016 - 2017

The CES Gallery Fellowship

The CES Gallery Fellowships was a program designed to support local artists by guiding fellows through the exhibition-making process and providing a transparent mode of education that breaks down the boundaries of the commercial art world.

CES Gallery, Los Angeles, CA

2018 - 2020

The River Gallery Residency

The River Gallery Residency was a program designed to support local and international artists by guiding artists-in-residence through the exhibition-making process and providing a transparent mode of education that breaks down the boundaries of the commercial art world.

River Gallery, Los Angeles, CA

Select Exhibitions Curated

2019

a Secret
Pavillon am Milchhof, Berlin, DE

2017

Psychonautics, co-curated with Meghan Gordon
CES Gallery, Los Angeles, CA

2016

Deep Superficial Perceptions
CES Gallery, Los Angeles, CA

2015

Complex Decisions
CES Gallery, Los Angeles, CA

2014

Graphic Thoughts
CES Gallery, Los Angeles, CA

2011

Slash, co-curated with Yuri Psinakis
CES Studio, Laguna Beach, CA

2002

Sub Kutlura, co-curated with Alexis Zavialoff
Prostor No D. Prague, CZ

2001

Fragments, co-curated with Yuri Psinakis
Vystavni Sin Manes, Prague, CZ

Select Solo Exhibitions

2008

Fast Company, MIM Gallery
San Francisco, CA

2005

Symbols, Ghetto Gloss
Los Angeles, CA

Select Group Exhibitions

2002

Sub Kutlura, co-curated with Alexis Zavialoff
Galerie No D. Prague, CZ

2001

Fragments, co-curated with Yuri Psinakis
Vystavni Sin Manes, Prague, CZ

2000

Probable Painting, Vystavni Sin Manes
Prague, CZ

Talks

2018

Art as a Career, lecture, Serra High School
San Juan Capistrano, CA

2018

Art as a Career, lecture, Coastline Community College
Newport Beach, CA

Studio Visits

2018

Graduate Studio Visits, UCSB
Santa Barbara, CA - May 24

2017

Graduate Studio Visits, UCSB
Santa Barbara, CA - May 31

2016

Studio Visits, Art Garda - Artist Residency,
Lago di Garda, IT - October 17

Credentials

2017

CTE Preliminary Credential, Arts, Media & Entertainment
OCDE, CA

Volunteer Services

2017 – 2020

Co-Founder and Chair of the Contemporary Circle
Laguna Art Museum, Laguna Beach, CA

2015 - 2017

Founding Member of the Contemporaries (currently Art Cult)
Orange County Museum of Art, Newport Beach, CA

Technical Abilities

Exhibition Design and Installation

Exhibition design, artwork installation, art handling, art packaging. Extensive operational and safety knowledge of power tools and other gallery equipment and systems.

Digital Design

Advanced level understanding and usage of Adobe CC graphic design applications, Canva, and MS Office.

Foreign Languages

Czech - Full Professional Proficiency

Spanish - Full Professional Proficiency

Italian - Elementary Proficiency

French - Elementary Proficiency