

# Mia Malone Smitherman

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## EDUCATION

### University of Georgia

*Bachelor of Fine Arts, Graphic Design Major*

Additional Major in Advertising

Dean's List (5 Semesters)

Athens, GA

May 2026

GPA: 3.89/4.00

## RELEVANT COURSEWORK

Design for Digital Platform, Type and Image, Special Problems in Design, Graphic Systems, ADPR Research: Insight & Analytics

## RELEVANT EXPERIENCE

### Calor Creative Design Studio

Athens, GA

*Junior Designer, Graphic Design Intern (May-June 2024)*

May 2024–Present

- Develop comprehensive brand guides for local businesses, enhancing their visual identity and ensuring consistent brand representation across all platforms.
- Create detailed website wireframes and prototypes for various clients, streamlining the design process and ensuring user-friendly, intuitive site navigation.
- Integrate and design custom assets and illustrations into web and print designs, enhancing the storytelling and visual impact of client brands.

### Pinnacle Point Properties and Development, LLC

Nashville, TN

*Social Media Manager*

January 2022–May 2024

- Implemented a successful social media strategy resulting in a +1,070% increase in account reach on main platforms contributing to a +382% increase in account engagement over the last 90 days.
- Created original content for Instagram and Facebook which solidified and boosted the overall company brand and identity resulting in a 474% increase in account impressions from followers and non-followers over the last three months.
- Assisted with monitoring accounts and responding to customer feedback and inquiries.

### Talking Dog Agency

Athens, GA

*Art Director, MUG Root Beer Team*

August 2024–Present

- Drive the creative direction for campaign concepts, crafting high-impact presentations, mockups, and assets.
- Develop a cohesive visual identity through strategic use of typography, color, and composition.
- Collaborate cross-functionally to transform concepts into compelling brand experiences.

## INVOLVEMENT EXPERIENCE

### Strike Magazine Athens, Layout Designer

January 2024–Present

- Collaborate and meet with staff on a bi-weekly basis to ensure consistency and continuity.
- Create new style guidelines and templates for the annual release.

### WUOG 90.5 FM, College Radio Host, Publication Staff

January 2023–Present

- Host weekly on-air shows, informing listeners of weather, local events, and general PSAs.
- Air popular weekly ticket giveaways from the station.
- Create advertisements and promotional materials for upcoming events on campus.

### Georgia Landscape Magazine, Layout Designer

August 2023–January 2024

- Developed spreads for digital use in alliance with magazine identity and audience interest.
- Collaborated and meet with staff on a bi-weekly basis to ensure consistency and continuity.
- Created new style guidelines and templates for the bi-annual release.

## ADDITIONAL EXPERIENCE

### Frist Art Museum

Nashville, TN

*Community Outreach Internship & Ambassador for Teen Arts Action Group (2019-2022)*

January 2020

- Provided input in planning and curating the annual local teen exhibition that displays work from students 33 counties.
- Raised awareness for the program resulting in receiving funding from the Robert & Anne Zelle Fund for Fine and Performing Arts of The Community Foundation of Middle Tennessee.
- Collaborated with the Martin Art Quest team creating monthly workshops with local artists.

## SKILLS

**Digital Design:** Adobe Illustrator, InDesign, Photoshop, Lightroom, Figma, Canva, Microsoft Suite | **Language:** French (Intermediate), Spanish (Beginner)

## HONORS AND AWARDS

**Academic All-American Award, National Speech and Debate Association**

April 2022

**Silver Key Award, Tennessee Scholastic Art and Writing**

April 2021