



Carl E. Smith

1457 Catalina St  
Laguna Beach, CA 92651

+1 (213) 880-5474  
ex.carlesmith@gmail.com

carlesmith.info

I am a multidisciplinary arts professional with a 25-year career that spans fine art, design, education, and cultural advocacy. I have developed acclaimed personal projects, founded platforms that elevate emerging voices, and fostered meaningful relationships across the commercial and fine art worlds.

As a creative director, I have developed and led branding, content, and visual design systems for international clients across various industries. In my roles as a gallery and museum design director, I have organized influential exhibitions, participated in global art fairs, and produced immersive art events over the past two decades. My work in the visual arts is marked by a commitment to community, experimentation, and cross-disciplinary engagement.

My deep investment in the arts extends beyond exhibitions. I have led artist-focused workshops, mentored creative professionals, and championed accessible education through public talks and strategic cultural initiatives. My academic background in cultural philosophy informs a holistic approach that bridges aesthetics with social insight.

Currently, I serve as the Director of Design at Laguna Art Museum and sit on the City of Laguna Beach Arts Commission, where I continue to shape public engagement with the arts.

<b>Industry Sectors</b>	Fine Art, Consumer Goods, Education, Non-Profit.
<b>Experience</b>	Creative Direction, Marketing Strategy, Multi-channel Content Creation, Leadership, Team Development and Management, Brand Management, Project Management, Campaign Development and Management, Mentoring, Workshops, Lectures, Branding, Art Direction, Graphic Design, Curatorial Services, Artist Collaborations, Event Production, Exhibition Design, Art Sales and Advisory. Fluency in current advertising, design, and fashion trends.
<b>Skills</b>	<p>Critical thinking, problem-solving, emotional intelligence, effective communication, planning, teamwork, team building, mentoring, time and budget management, department management, attention to detail, and adaptability.</p> <p>Adobe Creative Suite, Canva, Office 365, graphic design, copywriting, storytelling, email marketing, social media marketing, paid advertising, and exhibition design.</p>
<b>Education</b>	<p>Master of Arts in Humanities Specialization in Cultural Philosophy Antioch University</p> <p>Bachelor of Liberal Arts Antioch University</p>
<b>Select Collaborators</b>	Coastline Community College, Electric Visual Evolution, Laguna Art Museum, Laguna College of Art & Design, Lib Technologies, Mike Parillo, Mystic Skates, Nitro Snowboards, Roark Revival, Travis Rice, Volcom.
<b>Select Projects Published</b>	Los Angeles Times, Art Forum, Artillery, Art News, For Your Art, Carla, Curate LA, Artnet, Hyperallergic, Los Angeles - I'm Yours, Voyage LA, Twelv, Art & Cake, Riviera, Orange County Times, Art & Antiques, Sight Unseen, Lo Down, and Project Therapy.
<b>Language</b>	Fluent/Professional: Czech, Spanish Elementary Proficiency: Italian, French
<b>Links</b>	<a href="#">Linked In</a> <a href="#">Website</a>

**Professional  
Experience**

Carl E. Smith

1457 Catalina St  
Laguna Beach, CA 92651

+1 (213) 880-5474  
ex.carlesmith@gmail.com

carlesmith.info

**Director of Design**

Laguna Art Museum  
  
Laguna Beach, CA  
2023 - Present

lagunaartmuseum.org  
@lagunaartmuseum

- 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.

**Creative Director**

Electric Visual  
  
San Clemente, CA  
2017 - 2023

electricvisual.com  
@electric

- 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.

**Owner and Director**

CES Gallery & River Gallery  
  
Los Angeles, CA  
2010 - 2020

@ces\_gallery\_archive

- 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.

**Adjunct Instructor**

Laguna College  
of Art and Design  
  
Laguna Beach, CA  
2020 - 2021

lcad.edu

Laguna College of Art and Design (LCAD)

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

**Links**

[Linked In](#)  
[Website](#)