

WEB, GRAPHIC & DIGITAL DESIGN 2024

Portfolio.

A decorative graphic consisting of a white line that starts from the left, loops under the word 'Portfolio.', and then curves upwards to end in a white starburst shape on the right side.

About Me .

Jess Smith

Depth and dimension mark my work and persona. A career as a mental health/art therapist, child care professional and industry regulator has given way to a new season of service. With passions for design, technology, problem-solving and lots of hobbies (K-pop, Sung Mu yoga, art, music, travel and animals, to name a few), I bring a personal and empathetic approach to showcase one's story.

(taken from Cheramy Creative bio)





Project

010

STAY SPA RETREAT

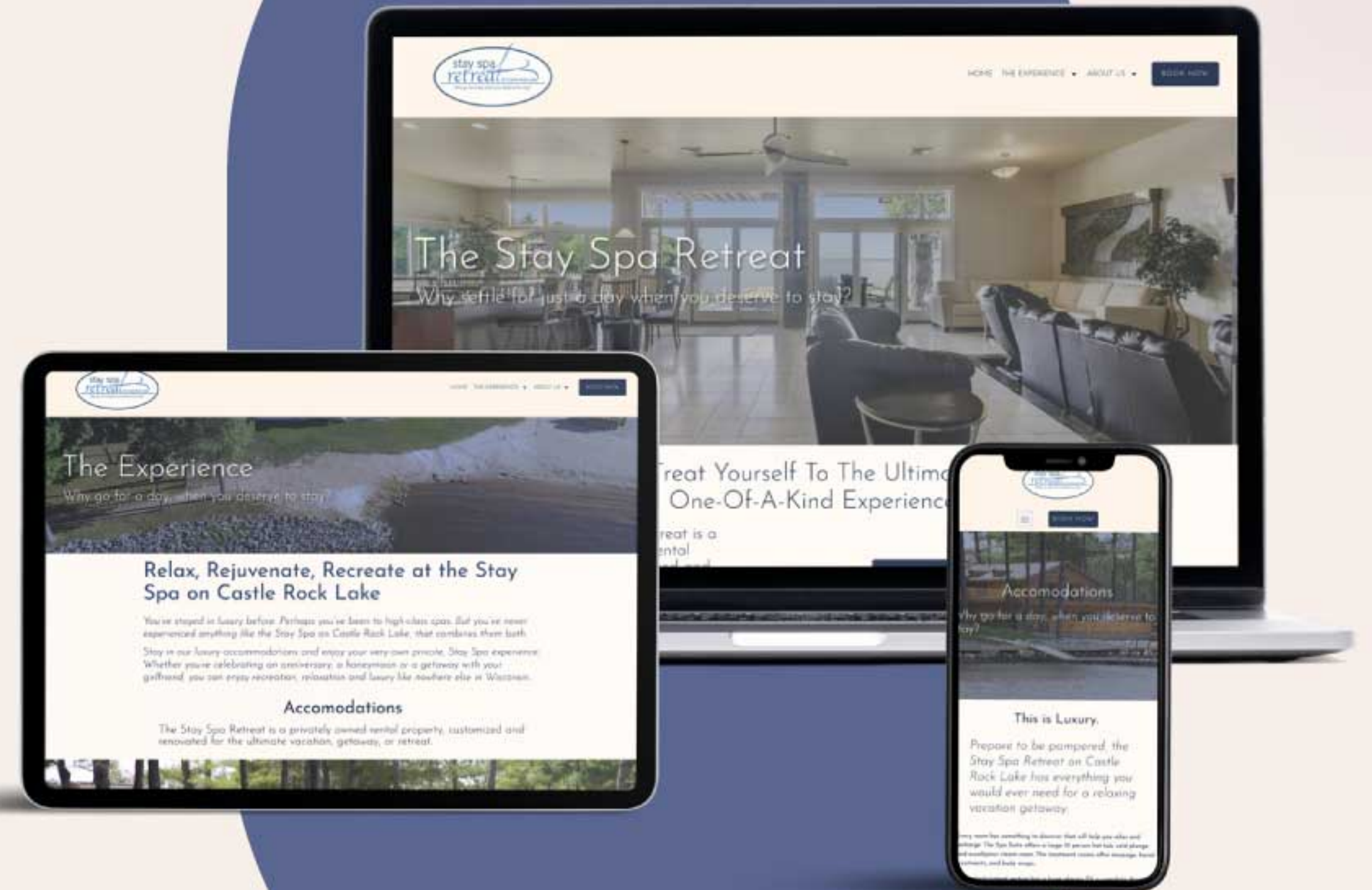
STAY SPA RETREAT

WEB DESIGN



MODERN COMFORT

The goal of this project was to create a website for The Stay Spa Retreat, a high-end, luxurious spa offering an exceptional wellness experience. The website is designed to reflect the spa's elegance, modern sophistication, and dedication to wellness, providing visitors with a serene and intuitive browsing experience. Using a modern, minimalist style, the website emphasizes high-quality visuals, smooth navigation, and an easy-to-use booking system to drive user engagement and facilitate reservations.





Project

2020

DIDASKO SEMINARS

DIDASKO SEMINARS

WEB DESIGN



SCHOLARLY

While working at Cheramy Creative, I partnered with Didasko Seminars to design and build a scholarly, clean, and balanced website that effectively showcases their academic offerings. The project involved creating a professional and welcoming online presence that reflects Didasko Seminars' dedication to high-quality educational content.



Project

03.

SENSORY PLAY PATH

INTERACTIVE

This project involves designing and developing an interactive digital map for The Playing Field, a nonprofit organization dedicated to promoting education and inclusion. The goal of the map is to visually represent The Playing Field's reach, impact, and various initiatives in a way that engages users and supports their mission. Combining graphic and digital design, this map will serve as an informative and visually captivating tool that educates the audience about the organization's programs, community involvement, and impact locations.



SENSORY PLAY PATH

DIGITAL GRAPHICS

ILLUSTRATION

VIDEO PRODUCTION



4. Crash Net

5. Deep Breathing

9. Reflect & Reset

6. Shape Sorter

8. Maze

3. Rock Wall

2. Push Through

7. Fill & Dump

1. Stomp Tunnel

Watch Entire
Sensory Play
Path Video
Here

Introduction
To
Sensory
Play Path



Project



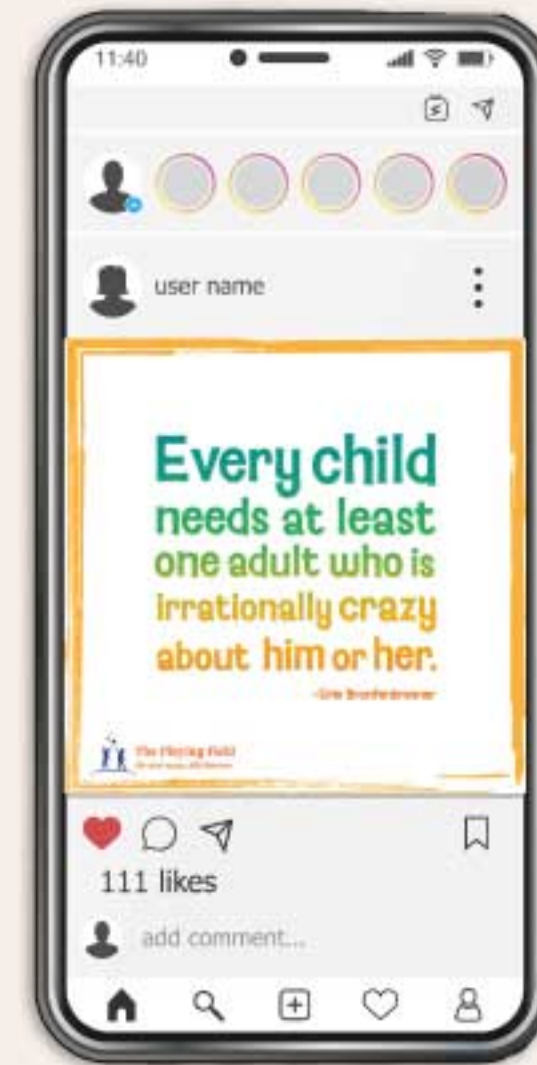
TPF SOCIAL MEDIA

THE PLAYING FIELD

SOCIAL MEDIA

PLAYFUL

Using a variety of illustrative styles, I designed and created social media posts and banners to promote The Playing Field and support their mission of fostering education and inclusion. Each visual asset was crafted to capture the spirit of community, inclusivity, and educational growth that The Playing Field represents. Through vibrant colors, engaging illustrations, and clear messaging, these designs aim to enhance brand visibility, encourage community engagement, and communicate The Playing Field's commitment to accessible and inclusive educational opportunities.



GRAPHIC DESIGN



These designs were optimized for different social media platforms, ensuring consistent, high-quality visuals across Facebook, Instagram, LinkedIn, and more. The cohesive style and thoughtful illustration work help to create a memorable and meaningful online presence for The Playing Field, contributing to their goal of reaching a broader audience and promoting social change through education.



Project

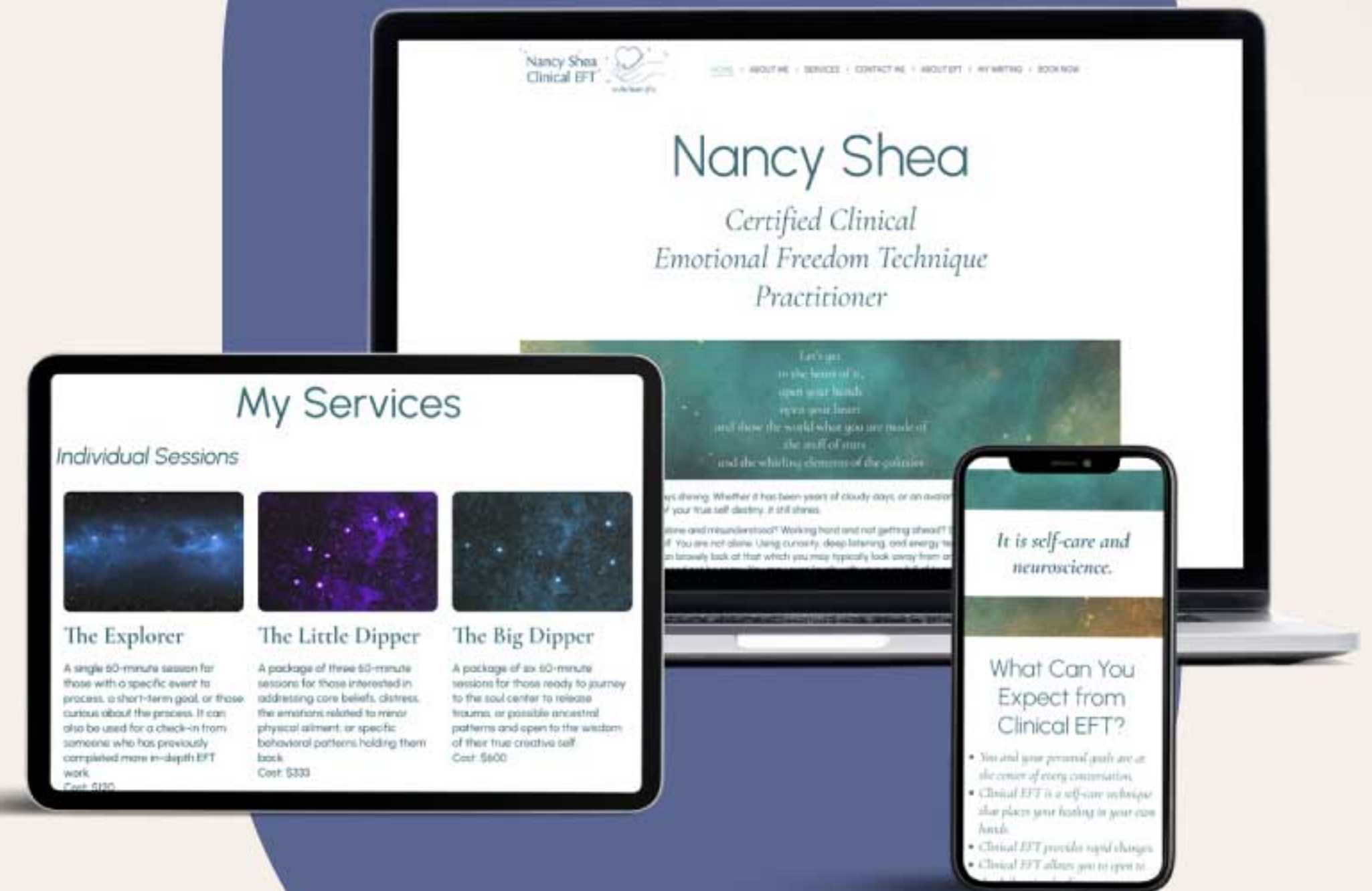
05.

NANCY SHEA CLINICAL EFT



CLEAN AND EXPANSIVE

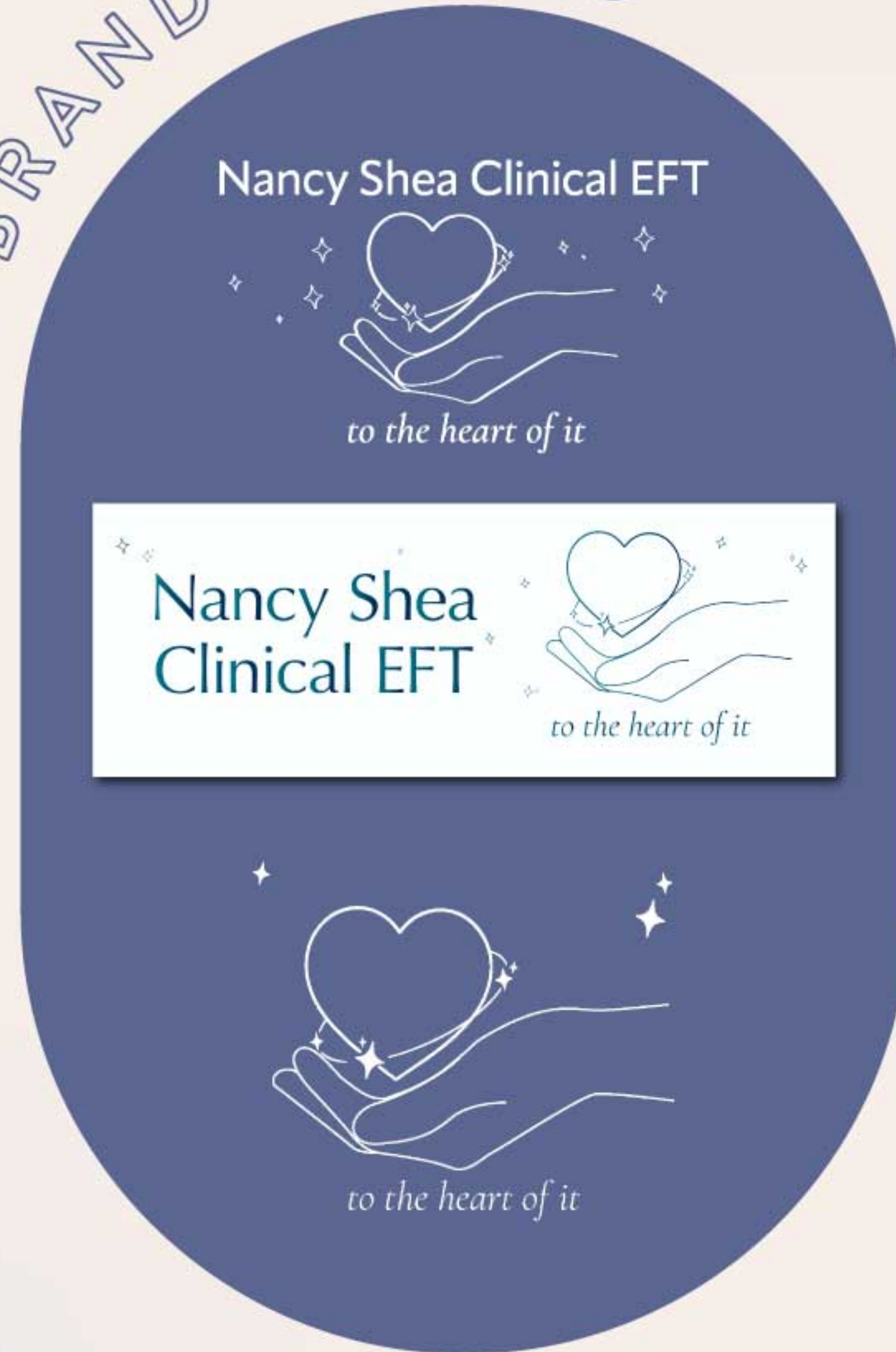
This project involves creating a comprehensive branding, website, and print materials package for Nancy Shea, a clinical EFT therapist who offers compassionate, modern services. The goal is to establish a welcoming, professional, and trustworthy brand identity that reflects the therapist's approach: warm, client-centered, and clinically effective. The design is modern and expansive, using calming colors, open layouts, and engaging visuals to inspire trust and ease among clients.



PRINT DESIGN



BRAND & LOGO





Contact Me...

Jess M. Smith

designer@jessmsmith.com

www.jessmsmith.com

608.228.8276