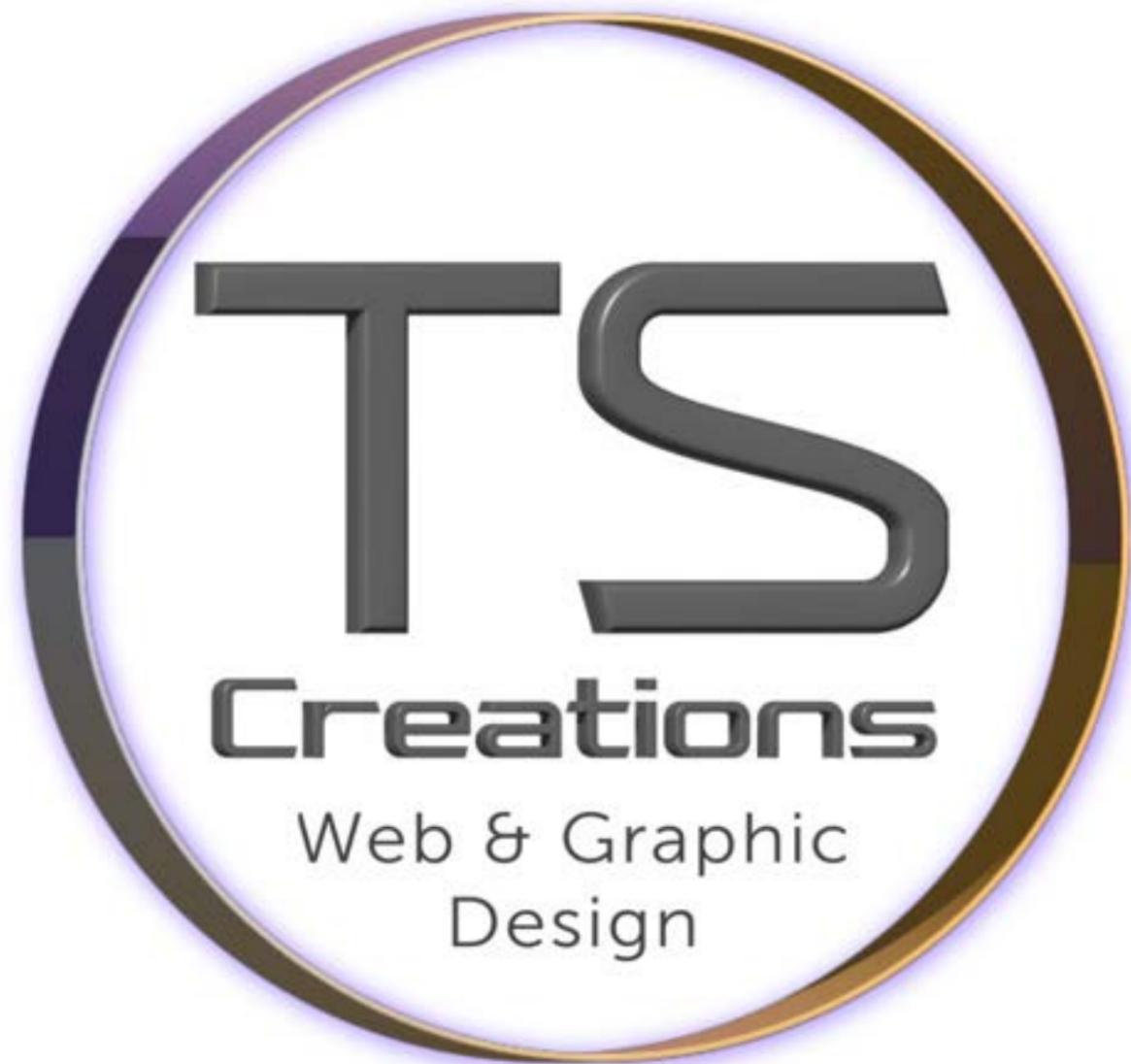




Thom Smiech

Portfolio

Web & Graphic Design



I created my branding logo with Adobe Illustrator and Photoshop. It allows my creativity to shine while telling people what I love doing.

about me

Well, Hello. I was born destined to become your company's web and graphic designer.

I recently graduated from Southern New Hampshire University, obtaining a Bachelor's Degree in Graphic Design and Media Arts with a concentration in Web Design with a minor in Information Technologies.

I envision joining a diverse and inclusive company that thrives upon the uniqueness of its team as a UI Web Designer anywhere in the world.

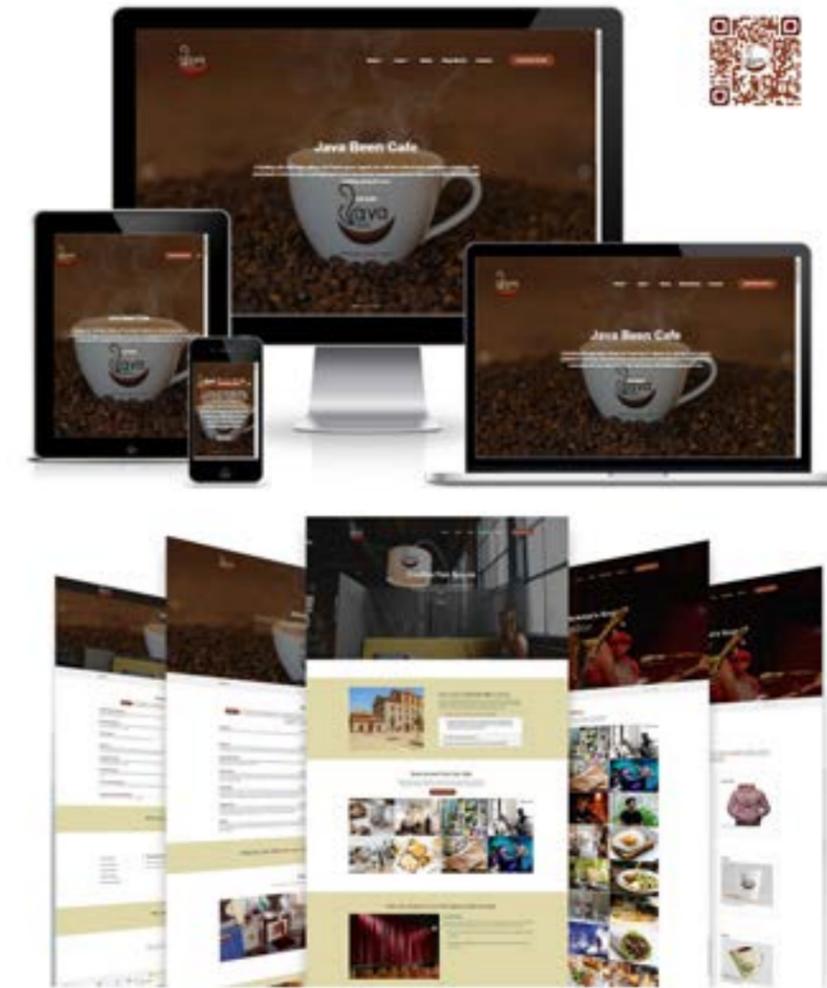
Exploring the newfound teams, friends, and associates at work will expand my neverending thirst for knowledge, learning, understanding, and bettering myself and those around me.

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Résumé

- Thom Smiech Résumé
- Client: Thom Smiech
- Category: Graphic Design, Marketing
- Software used: Adobe InDesign
- Website: <https://trwebcreations.com>
- Problem: I needed to update my old Microsoft Word résumé and be able to show prospective companies my design skills.
- Solution: By scraping the original Word format, I created a stylized structure within InDesign while carrying over some brand elements.
- Date: April 2022.



Java Been

- Java Been Website
- Client: Java Been (SNHU)
- Category: Web Design, Graphic Design
- Software used: Photoshop, Illustrator, Bootstrap Studio, JavaScript, jQuery and Dreamweaver
- Website: <https://javabeen.trwebcreations.com>
- Problem: The Java Been Cafe is a relatively new company that needs an interactive and responsive website that caters to its customers and art community. Their old factory mill building not only sells gourmet coffee and pastries but also hosts meetings, art galleries, exhibitions, and local bands.
- Solution: After reading the client's requirements, the design process created wireframes and mock-ups. Additionally, interactive features were added using JavaScript. Furthermore, the contact page included a validated online form, and the mobile device had a hamburger menu.
- Date: June 2022.

Foody Cookin'

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- Foody Cookin' EPUB Online Magazine
- Client: Foody Cookin' (SNHU)
- Category: Graphic Design, Publishing
- Software used: EPUB, InDesign, Photoshop
- Website: <https://indd.adobe.com/view/eb6f7522-dfb1-4a2e-98d6-04c10295d83a>
- Problem: For this project, the deliverable was to create "interactive print layouts using a variety of tools" and upload the project for EPUB format.
- Solution: The optimized magazine was created for a tablet (EPUB) application. The most prominent feature I wanted for this design was white space—enough room on every page for the viewer to rest their eyes away from the recipes. Layout, spacing, and visual and typographical hierarchies would be crucial for the success of the interactive magazine. Repetition, balance, and symmetry were evident in the recipe layouts.
- Date: October 2021.



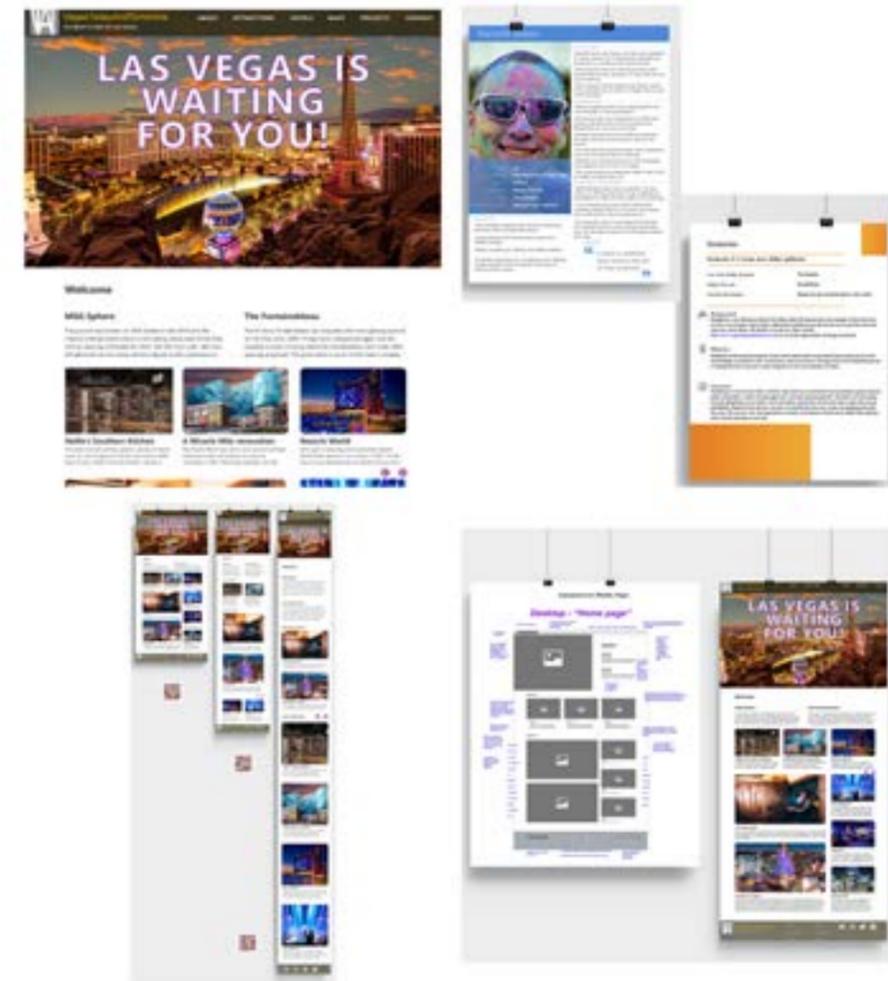
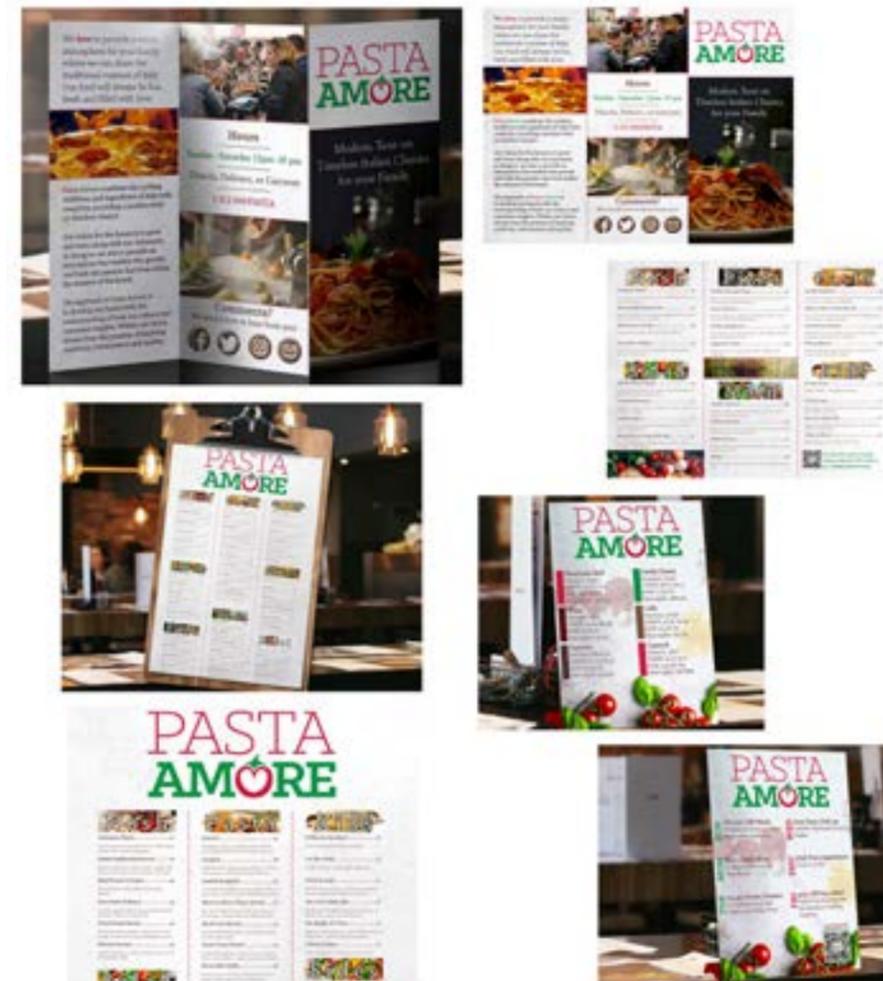
Pasta Amore

- Pasta Amore Website
- Client: Pasta Amore (SNHU)
- Category: Web Design, Graphic Design
- Software used: Microsoft Visual Studio Code, Dreamweaver, Illustrator, Photoshop
- Website: <https://pastaamore.trwebcreations.com>
- Problem: Presented with the client's branding style guide, they required a website that included a fun family atmosphere while enjoying their modern twists on the cuisines of Italy that embodies love and are always made fresh.
- Solution: Utilizing design principles of color and typography, I created sketches of the site's structure, wireframes, and prototypes. After ideation, the site was built, optimized, and debugged.
- Date: August 2021.



Pasta Amore

- Pasta Amore Collateral
- Client: Pasta Amore (SNHU)
- Category: Graphic Design, Marketing
- Software used: InDesign, Illustrator, Photoshop
- Problem: Pasta Amore needed a table tent, menu, and brochure made while following their branding style guide for the restaurant.
- Solution: Three critical areas were to concentrate on readability, branding, and specials pertaining to their customers. All of their collateral had to have white space and readable typography. The menus had to have a balanced feel (golden triangle layout theory) among the three columns. Furthermore, the brochure had to be visually attractive, but it had to guide the reader's eye through the 6-panels. The menu, brochure, and table tent were successfully delivered to the client by adhering to the branding guide.
- Date: June 2021.



LVTAT

- LVTAT High Fidelity Prototype
- Client: LasVegasTodayAndTomorrow (SNHU)
- Category: Web Design, Graphic Design
- Software used: Adobe XD, Photoshop, Illustrator, Bootstrap Studio, JavaScript, jQuery and Dreamweaver
- Website: (desktop) [Link](#)
- Website: (tablet) [Link](#)
- Website: (phone) [Link](#)
- Problem: "Select an actual website that is not in compliance with usability principles and does not offer the appropriate user experience (UX). Complete a heuristics and user experience evaluation. Submit the summaries of your pre- and post-evaluation of the website, along with your new website low-fidelity / high-fidelity prototype designs and justification of your design choices."
- Solution: Most of the time used was on testing, heuristics evaluations, and market research techniques. Once the failing UI/UX issues were identified, the audience had to be discovered for the existing website. For XD prototyping, three resolutions had to be made (desktop, tablet, and phone). While all areas of the website did not have to be functional, the home page, contact, and attractions pages had to have working links to one another.
- Date: June 2021.

Upper Crust

- Upper Crust Bakery Collateral
- Client: Upper Crust Bakery (SNHU)
- Category: Graphic Design, Marketing
- Software used: Illustrator, Photoshop
- Problem: The fictitious Upper Crust Bakery needed to have a brand identity portfolio created. They must include a logo, letterhead, business card, branding style guide, and an envelope.
- Solution: The collateral had to be minimalistic, clutter-free, and focused on the brand's name. Using color theory, texture, and a flowing movement in the wheat blades and grains to represent a natural, earthy freshness in their daily baking. Adobe's color wheel was utilized to find color harmonies that worked for the client's design brief while using a sans-serif font to create a clean, simplistic, honest, and modern feel.
- Date: April 2021.



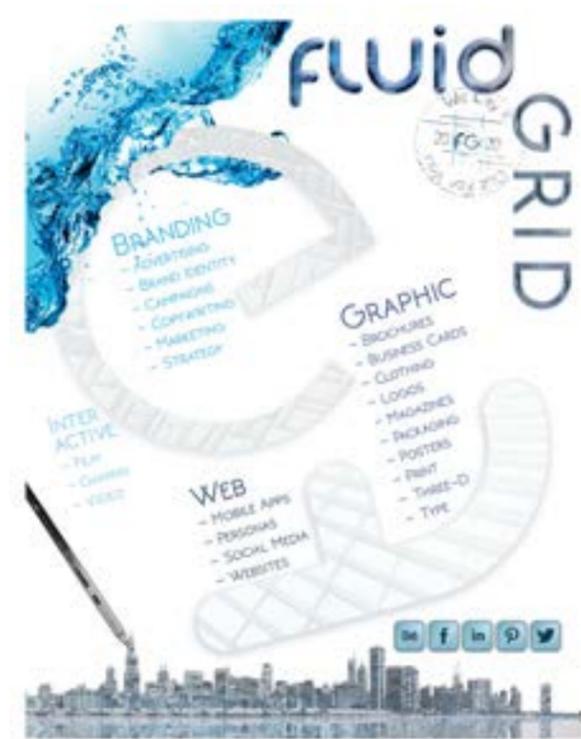
PPCC

- PPCC Website
- Client: Premier Private Club Consulting (PPCC)
- Category: Web Design, Graphic Design
- Software used: Photoshop, Dreamweaver, Illustrator
- Website: <https://ppcc.trwebcreations.com>
- Problem: A previous client desired another website for another golfing venture business.
- Solution: The site's design, colors, typography, and prototypes were quickly approved. The client welcomed the logo's creativity by adding grass inside the font. As a result, the website went live earlier than planned. Not only was it convenient for the client, but he could also showcase the site to others during his conference. The website was developed just after HTML5 was released. I updated the HTML and CSS recently to reflect the changes in HTML5 and CSS3.
- Date: 2012.



Fluid Grid

- Fluid Grid Collage
- Client: Fluid Grid (SNHU)
- Category: Graphic Design
- Software used: Photoshop
- Problem: The assignment was to create a multilayered collage for a fictitious company that describes what it does.
- Solution: The initial steps were choosing a business name and creating a branding style guide before creating the multilayered collage. After much research, the company's name is based on website design. I combined the fluidity of responsive web design with page layout using grids. The movement was created throughout the design.
- Date: December 2020.



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Amethyst Bay

- Amethyst Bay Resort Magazine Ad
- Client: Amethyst Bay Resort (SNHU)
- Category: Graphic Design, Marketing
- Software used: Photoshop, Illustrator
- Problem: A fictitious vacation resort desired a print magazine ad and an animated web banner promoting an event or new product rollout.
- Solution: The photos had to represent the intended rollout messages, but the Resort's colors, from the style guide, needed to be within the picture. Unfortunately, some photos had different colors, so the goal was achieved with several replacement color adjustments. The photos complemented each other by matching colors, elements, and tones.
- Date: February 2021.

Chris Gent | L.S.

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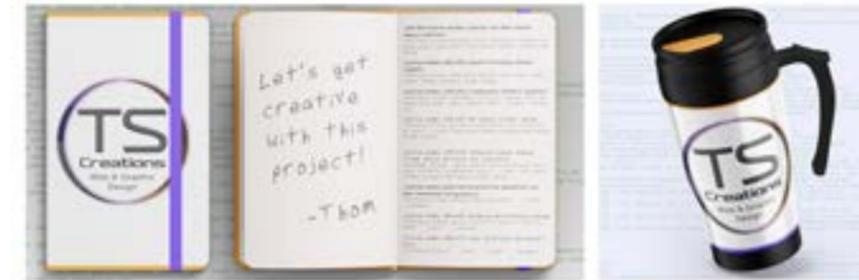
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Personal Brand

- Chris Gent | Landscape Studio Website
- Client: Chris Gent | Landscape Studio
- Category: Web Design, Graphic Design
- Software used: Photoshop, Dreamweaver, Illustrator, Acrobat
- Website: <https://landscaping.trwebcreations.com>
- Problem: The client needed a website to showcase his landscaping project for Chicago. He strongly urged that the pdfs did not get touched in any way. Additionally, the client wanted to be hands-on for every step of the design process.
- Solution: The simplified wireframe was eventually designed and given for approval. The relevant project statistical information had to be visible to the user. The site was given a slider to showcase the client's top landscaping achievements. One challenge was to fit the data, design, and copy to the page measurements the client created earlier in the discussions.
- Date: 2014.



- Thom Smiech Branding Collateral
- Client: Thom Smiech
- Category: Graphic Design, Marketing
- Software used: Photoshop, InDesign, Illustrator, Acrobat
- Website: <https://trwebcreations.com/branding.html>
- Problem: "The final project was to create a cohesive professional branding suite that reflects your style, voice, personality, and professional goals, and includes a logo for your business card and letterhead, digital résumé, and leave-behind piece."
- Solution: In creating my branding collateral, I had to tell a story and describe what I do. The various elements had to look professional, be cohesive, and have a clear voice representing my design abilities. Initially, the business card appeared flat, so I added the 3D concept for the ring around the company name.
- Date: April 2022.



contact me

available for hire

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