

# MESHA SMITH

DESIGN & COMMUNICATION CREATIVE

ORLANDO, FL

mesha5101@gmail.com | <https://bit.ly/shaunni>

My name is Mesha Smith. I am a graduate of the Fashion Design, BFA program at the Fashion Institute of Technology and a current student in the Communication, M.A. at the Nicholson School of Communication at UCF. I have a wide range of creative and communication skills that make me a qualified and excited candidate for a job within your organization.

Academically, I have participated and excelled at visual design, business communication, and research. I have taken relevant coursework at the Fashion Institute that allowed me to immerse myself in cultural design and art by participating in a study abroad program my freshman year in Florence, Italy. In my undergraduate program we focused on deep thinking into storytelling and visual communication that allowed outside perspectives to relate to and appreciate the messages our work portrayed. Within my graduate program, I have studied research procedures and data collection and analysis which has equipped me with the skills for comprehensive reports and research projects.

Professionally I have had the opportunity to be an intern in two different industries. Starting in the financial industry, I was a Finance Intern with responsibilities in consumer relations as well as data collection and management. This position increased my knowledge in tracking client accounts and using spreadsheet systems, as well as gave me the tools to work in an office utilizing multiple teams in collaboration.

My design experience comes from a fashion brand in New York City called PriscaVERA. At this company I was given the responsibility of researching and developing presentations for upcoming collections. Being at this company and working with a smaller team required for me to have clear design direction that aligned with the brands particular design style, and many times involved making creative decisions. Being able to keep up with the constantly moving style of the fashion industry also required me to utilize project management skills following multiple trackers, deadlines, and collections. In my post-graduate career I continued using the skills that I learned from this experience to continue freelance design work. Working with independent clients and private companies I designed garments, helped with garment fittings, and conceptualized design ideas for various events.

My passions for creativity and visual communication has me excited with the possibility of interacting with and getting the opportunity to discuss the potential contributions that I could make to your team.

Kind Regards,

Mesha Smith

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## Objective

To demonstrate my skills and creative perspective to become a useful addition to any team that I may be a part of. I hope to combine my abilities of communication and creativity to be able to facilitate and create quality work through a unique perspective.

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## SKILLS

- Communication; business writing, visual, research
- Computer; Lectra Applications, Adobe Suite, Microsoft Suite, Canva, Asana, Slack
- Media; Tiktok, Pinterest, Instagram
- Design; graphic, visual, 3D, typography, industrial, digital

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## EDUCATION

### COMMUNICATION

Master of Arts  
University of Central Florida 2024- Present

### FASHION DESIGN

Bachelors of Fine Arts, Minor in Writing, Cum Laude  
Fashion Institute of Technology, 2019-2023

### FASHION DESIGN

Associate of Arts, Cum Laude  
Polimoda & Fashion Institute of Technology, 2019-2021

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## EXPERIENCE

### TASK ASSOCIATE

Ulta | 2024- Present

### COMMUNICATIONS SPECIALIST

Mwanake Property Management | 2020-PRESENT

Managed communications to clients and prospective tenants  
Responsible for record-keeping  
Organize and create digital organization materials

### FREELANCE DESIGNER

Various companies and Private Clients | 2023-Present  
Creative Digital Design Work; Fashion and Graphic  
Visual Communication; Typography  
Branded Materials

### DESIGN INTERN

PriscaVera | 2023

Organized sample spreadsheets for tracking  
Created digital technical packages for manufacturing  
Development of digital prints and designs  
Production Management  
Collaboration with various vendors and suppliers  
E-Commerce responsibilities

### BUSINESS INTERN

Moore, Stevens, Lovelace P.A. | 2018  
Client Relations and Communication  
Organizational Communication  
Data entry; Invoice tracking

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