GRAYE SMITH

Portfolio of Work

2017 to Present

Introduction

I began my design career entirely by accident. In high school I had no idea what I was going to do with my life, but I knew I liked to draw. I needed to choose an elective one year, so I took a drafting class, which turned out to be both extremely easy for me and something I truly enjoyed doing. My teacher at the time suggested I look into architecture as a major.

After I graduated, I attended a junior college in Bakersfield whose architecture program mirrored that of both of the Cal Poly schools. It was hard, but I did well, especially in the design side of the program. When I transfered, I was declined at San Luis Obispo, but Pomona took me as a graphic design major, not architecture. Still, the hard work I'd done in architecture certainly served me well in graphic design.

After I graduated, I continued to grow as a designer and an illustrator, working at the Tony Award-winning theatre South Coast Repertory and the tech industry focused design firm Binary Pulse in Orange County before moving up to the San Fernando Valley.

In the course of doing a wide variety of print projects — from trade magazine layouts, conference collateral, logo design, spot illustration, and packaging design — I also taught myself to code in HTML and CSS, with some JavaScript on the side.

*California State Polytechnic University, Pomona

This portfolio distills what I've accomplished over the course of a 25-year career in design and product management. Being an illustrator, designer, UI/UX developer, product manager, data analyst and brand innovator has provided me with a wide range of skills, not all of which are easily represented visually. The projects I showcase here demonstrate many of the critical skills and the range of work I'm capable of completing.

The projects were chosen to display the skills and talents I feel are my strongest, which include projects that combine innovative creative thought and artistic skills with analytical and management skills. Most importantly, though, these projects were chosen because they are developed solely by me. In many cases there were stakeholders involved in the final decisions of branding or product development, but I was the only source of concepts and ideation for all of the projects presented here.

I do not think a job title or label sufficiently encompasses what any individual is capable of, but it does give those unfamiliar with that individual an idea of what they believe is true about themselves. Having said that, I will try to introduce myself.
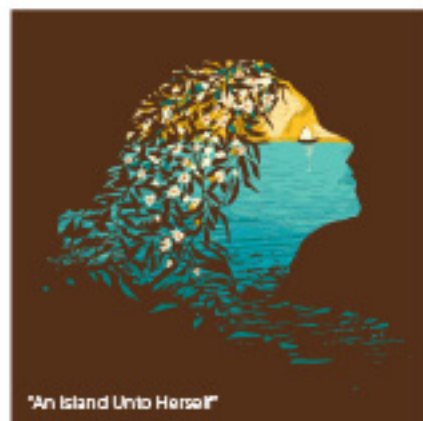
My name is Graye Smith, and I am a creative innovation explorer.

Illustration — Apparel Graphics

Beginning in 2005, I began creating tee shirt graphics for a community-oriented apparel site called threadless.com. At the time, their approach was unique and inventive — artists would submit their ideas for tee designs to the site and the community would vote on the designs. The higher the vote, the more likely the design would be produced and sold in each weekly release.
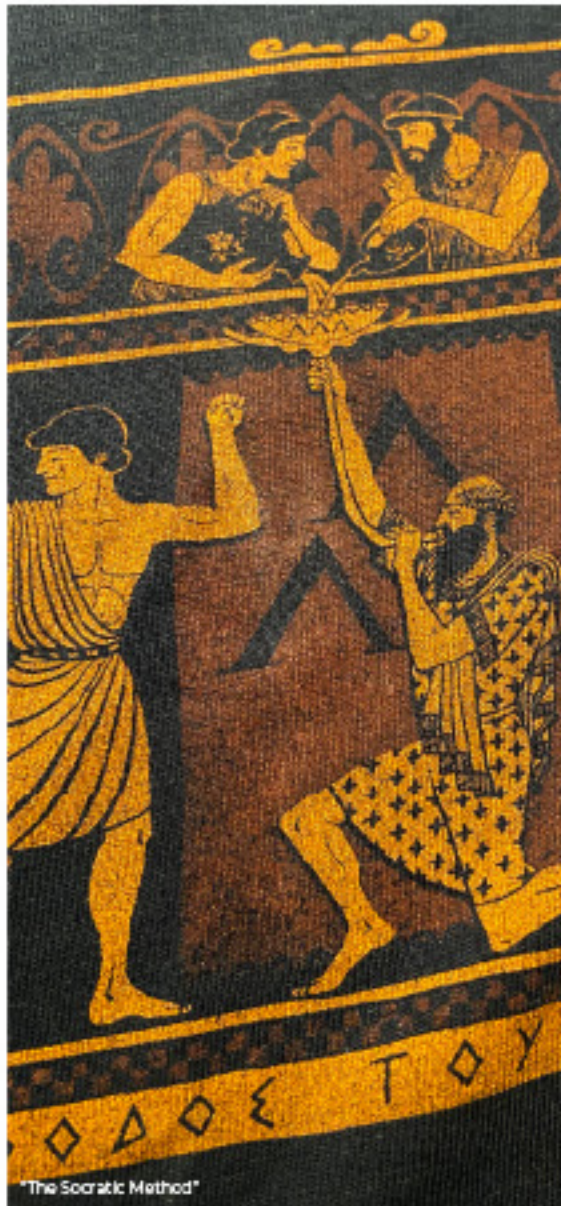
My designs were selected ten times for printing, and I've been running a portal selling my work on the site ever since.

Visit the store at grayehound.threadless.com.

"Room with a View"

"Can't See the Forest but for the Socks"

"An Island Unto Herself"

"I Will Not Eat Them"

"Giant Rumpus"

Illustration — Apparel Graphics

"The Socratic Method"

Detail of "Can't See the Forest but for the Socks"

Detail of "Death's Sweet Seduction"
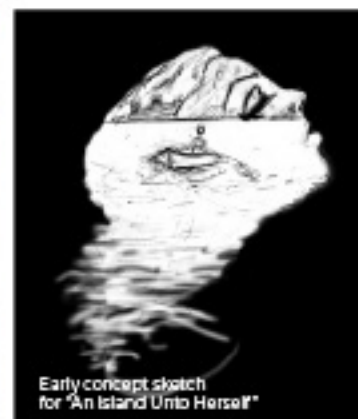
Illustration — Sketches

Initial concept drawing for "Room with a View"

Initial concept sketch for "Can't See the Forest but for the Socks"

"Room with a View" worn by an extra in the movie 17 Again

Early concept sketch for "An Island Unto Herself"

Concept sketch for "Giant Rumpus"

Product and Brand Design — iPoll

I was responsible not only the logo concept for the consumer survey panel site iPoll, but also the entire brand system, and I worked closely with a large team on the product development of the website and its related app. This was my first exposure to professional product development, which featured gathering user sentiment about brand updates, analyzing metrics of usability, and understanding the symbiotic relationships between design and usability in a product.

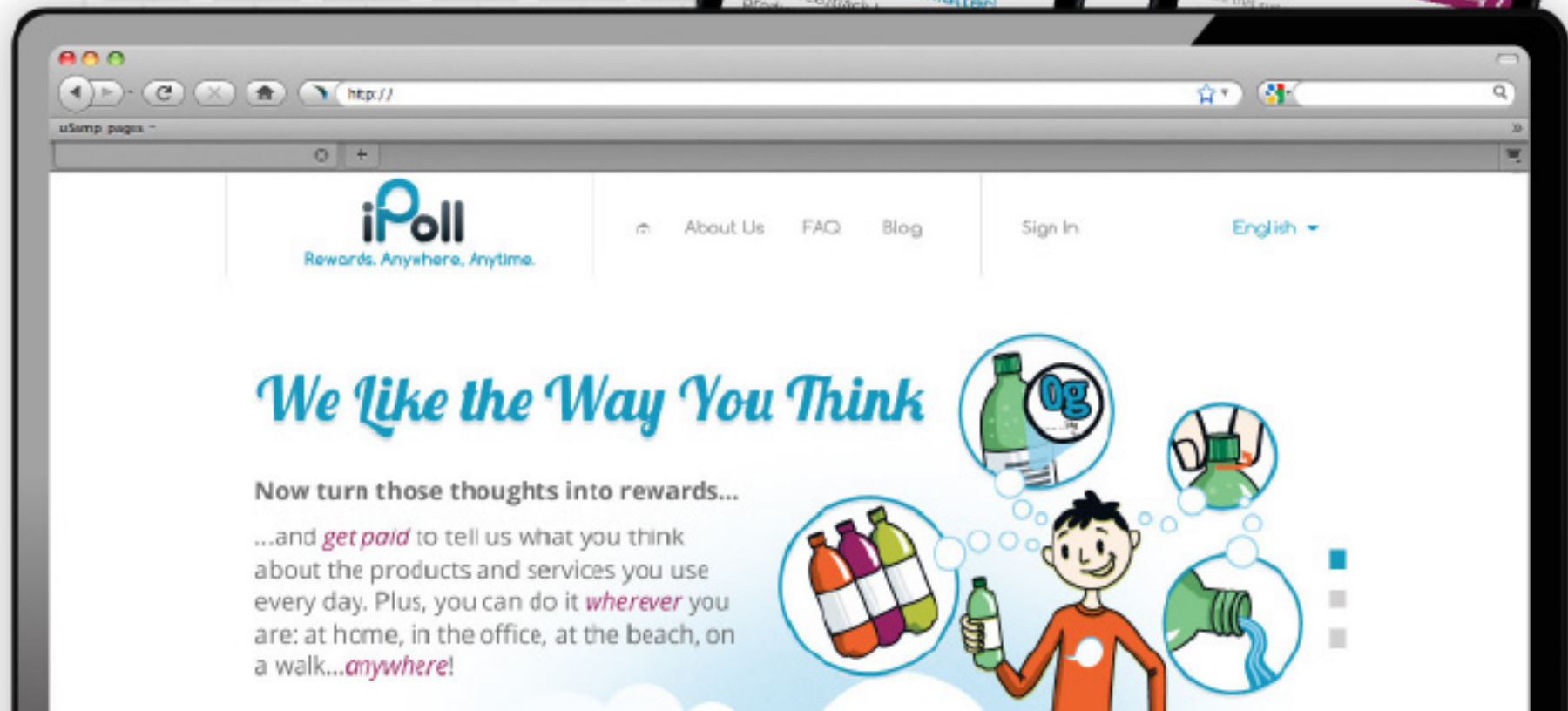Other logo options developed during brand development for iPoll

Product and Brand Design — iPoll

iPoll website and app brand development, including marketing messaging and social media

Product and Brand Development — PointClub

Expanding on my experience working on the iPoll brand, I was made product manager of the consumer survey panel site PointClub. I was responsible for development of all site functions — brand development, marketing direction, and user interface development — which afforded me the opportunity to test innovative ideas from game theory and behavioral

psychology to successfully increase user retention and engagement. Combining the ability to gather user data easily and apply behavioral mechanics in a controlled science-based methodology, I was quickly able to correct usability issues.

Visit the site at www.pointclub.com.

Over three dozen other branded logo concepts were generated, the final is displayed on the current site layout
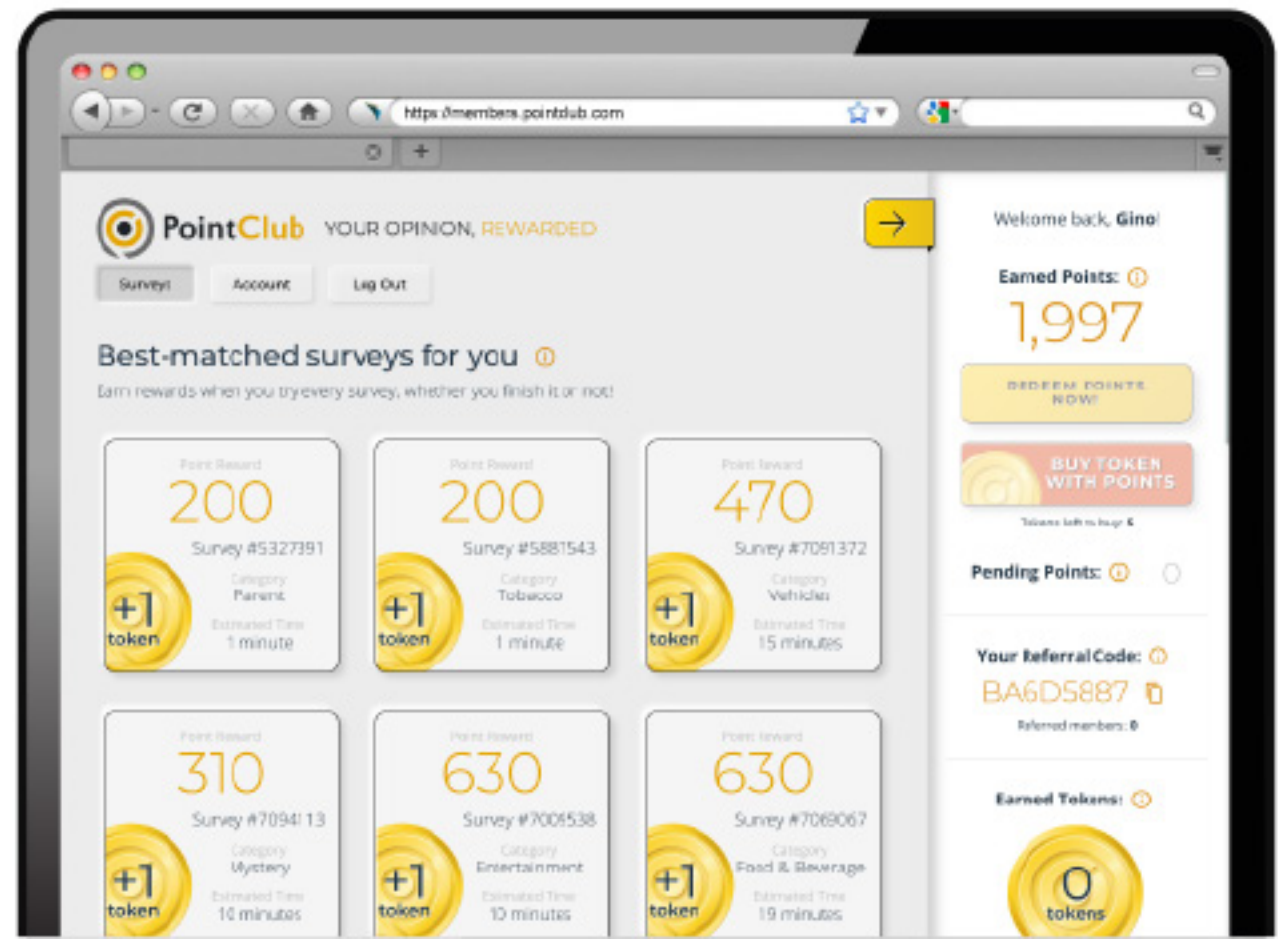
Online Betting Assistant Product Design

This is the concept design and product layout for an online betting website that uses advanced generative AI in virtually all aspects of the site. I am leading a team that is pioneering the use of an gen-AI system to produce the base code for the site from images produced directly from my Figma design files. My role from the beginning was to define the product, identify the user problem, and understanding the space in which this product will live and prosper.
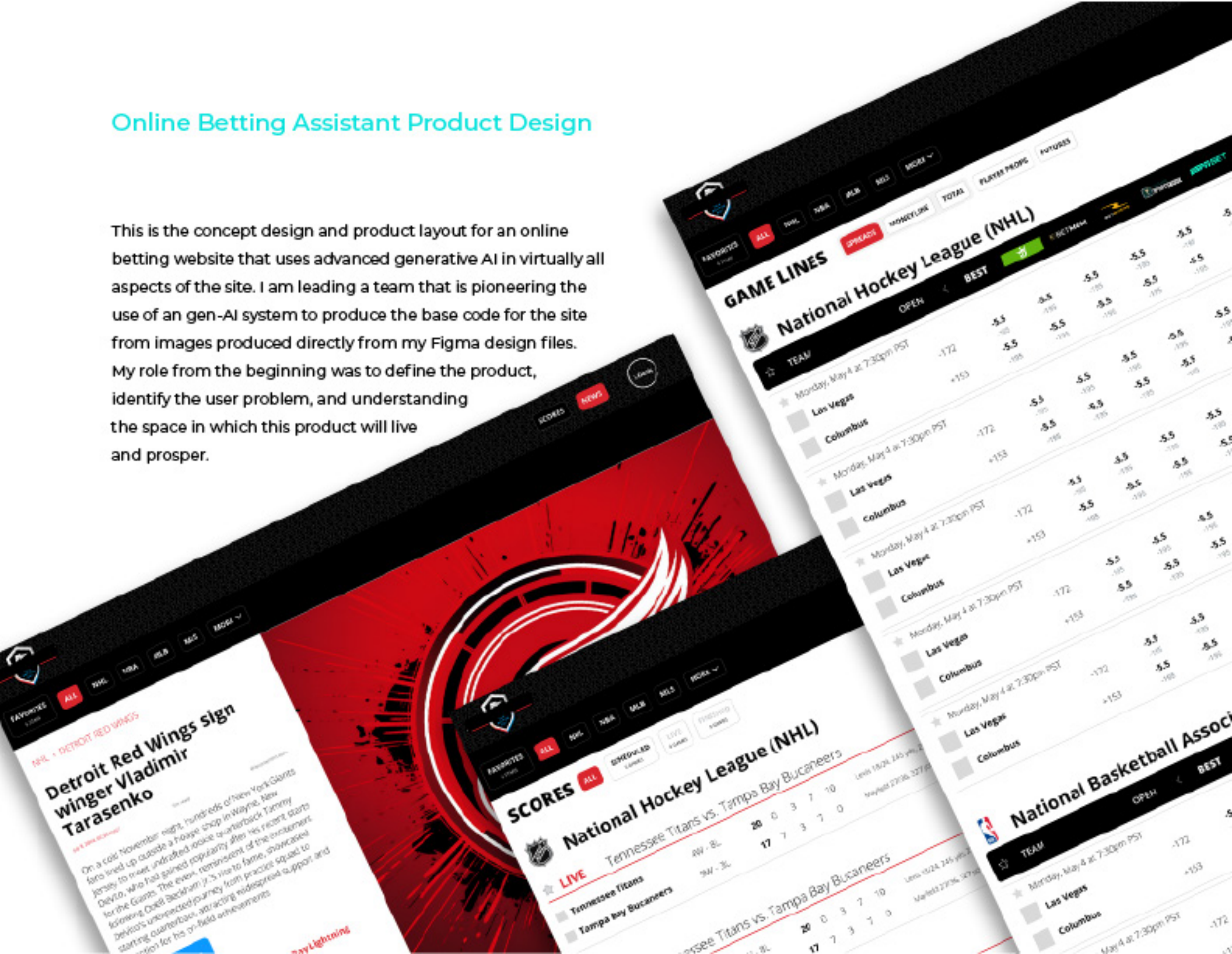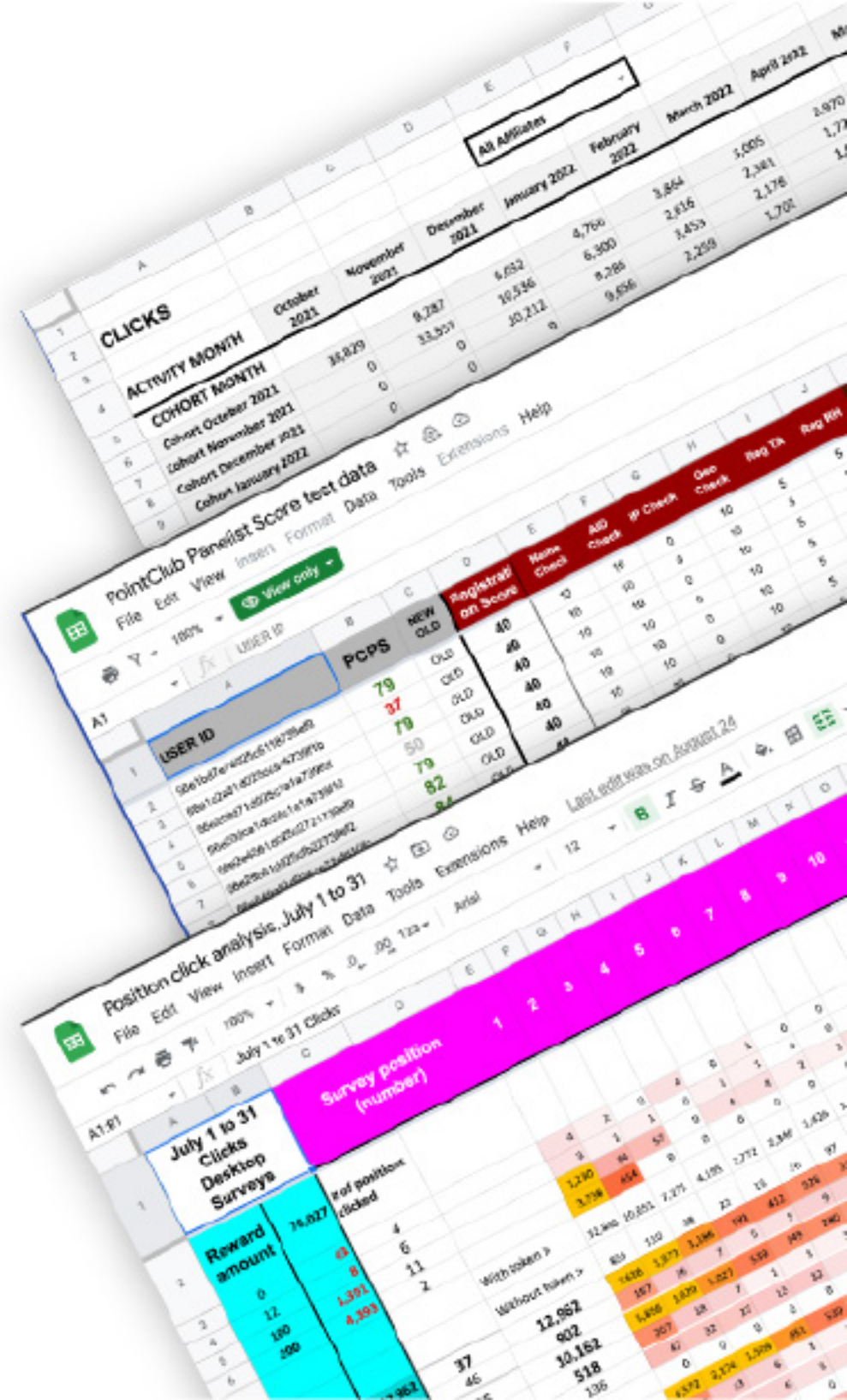
PointClub Product Innovation — Panel Score

Given the transactional nature of the relationship between PointClub and the user base, fraud is a constant problem. Relying heavily on concepts from behavioral economics, including (but not limited to) Richard Thaler's development of the "nudge," I developed a user quality scoring system that successfully evaluated the reliability and trustworthiness of a user based on numerous factors, such as account activity and on-going security evaluations. These factors, each being assigned a value, were summed into a score between 0 and 100.

Once in place, I could identify groups of users with highly suspect activity, as well as identify the strong central core of the user base. User behavior could be easily modified by identifying actions that would positively or negatively affect their score, thus increasing or decreasing rewards, respectively.

Using what was revealed by the Panel Score, I have plans laid to expand on this first step in several ways:

- Develop statistical analyses of the resulting scores against other criteria, such as profiling data accuracy, to test for correlations between these data points

- Build probability models and machine learning tools to quickly identify users with similar Panel Scores and profiling points, and assess the likelihood that users would be able to complete specific surveys.

# PointClub Product Innovation — Dynamic Profiling

The main reason users join the online market research site PointClub is to earn rewards completing surveys. Using profiling data collected throughout the user's lifespan on the site, surveys are displayed to users on their survey dashboard based on how closely the user matches the targeting criteria of the surveys.

The problem that occurs is when users only have partial targeting data for a survey in their profile.

I developed a very quick and very easy way for users to provide answers to unanswered screening questions in a fun, productive and easy way, called the Dynamic Profiler.

Questions that would decide if a user would or wouldn't access a survey are gathered at the top of the user's dashboard. If the answer to the displayed question would let the user into a survey, they would receive a bonus to the displayed reward earned by completing the survey. In this way, user clicks to get into surveys are reduced, profiling improves dramatically, and users gain extra bonuses for engaging in a process both critical for data development, but also for business success.

Quality-control questions were seeded in to make certain users were paying attention while answering questions, as well.
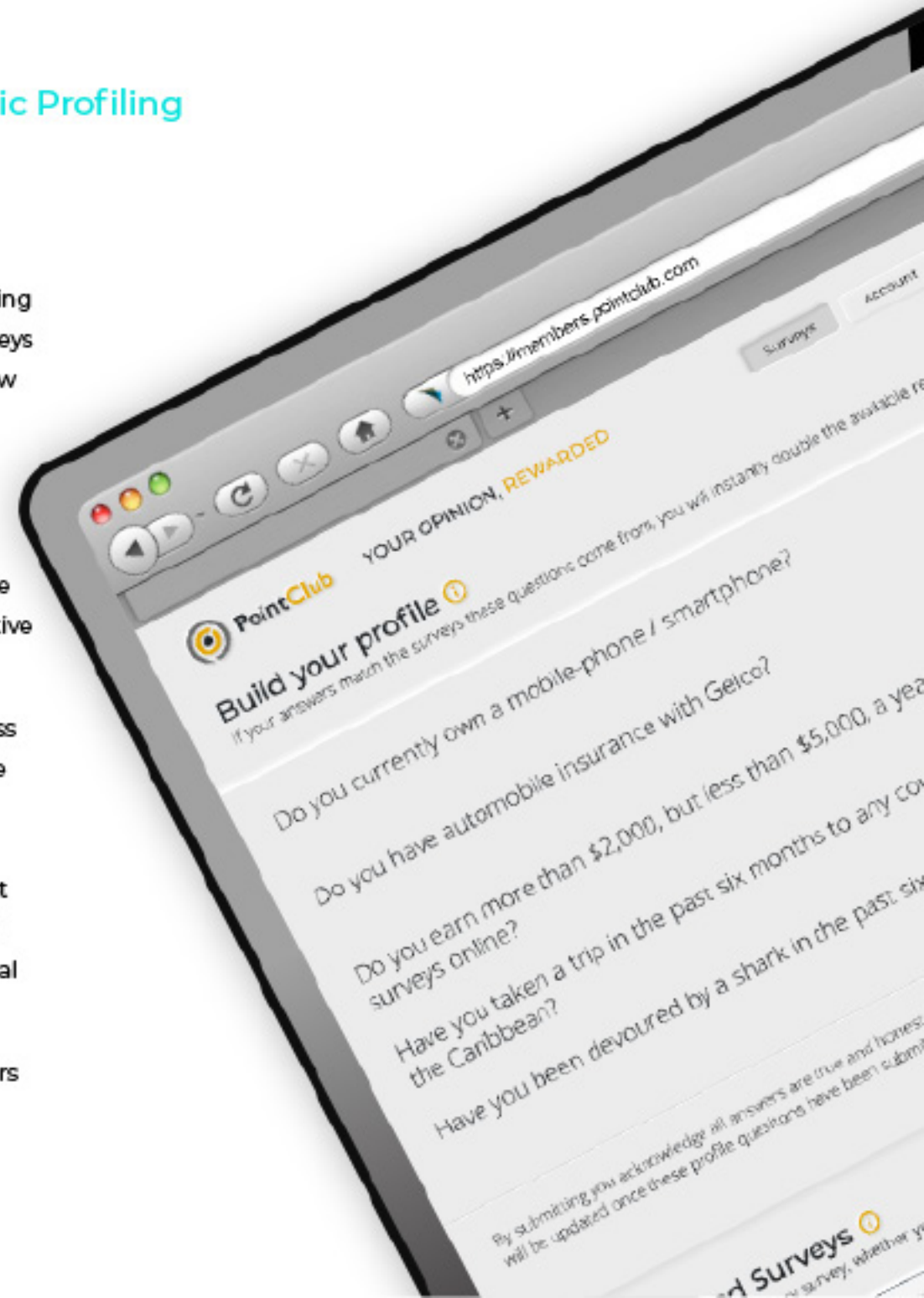
Pecha Kucha on Game Theory

If you aren't familiar with what a Pecha Kucha is, neither did I when I was given producing one in a class for my Master's degree at USC.

A Pecha Kucha is a 20-slide presentation, where each slide is automatically forwarded every 20 seconds. The topic could be anything, but this format forces you to pay close attention to your time and pacing in the presentation.

I chose as my topic a more difficult challenge — turning my Pecha Kucha into a game that I played with my classmates. Doing this gave me a chance to share some game theory concepts with the class.

I had a week to write the script and draw the 20 slides, so it was very fast sketches, all done in Procreate.

If you'd like to watch the full presentation, it can be seen on t YouTube here.

Game Design —
The Last Train from El Castigo

The Last Train from El Castigo is a card game I am developing on my own. The game is a twisted, wild version of solitaire that asks players to attempt to save their possessions from six thieves. If the player can save at least $100 worth of possessions, they will be able to buy a ticket on the last train out of the little Old West boomtown of El Castigo. This is the second game I've developed and is part of a series of three games that tell the story of this weird little town.
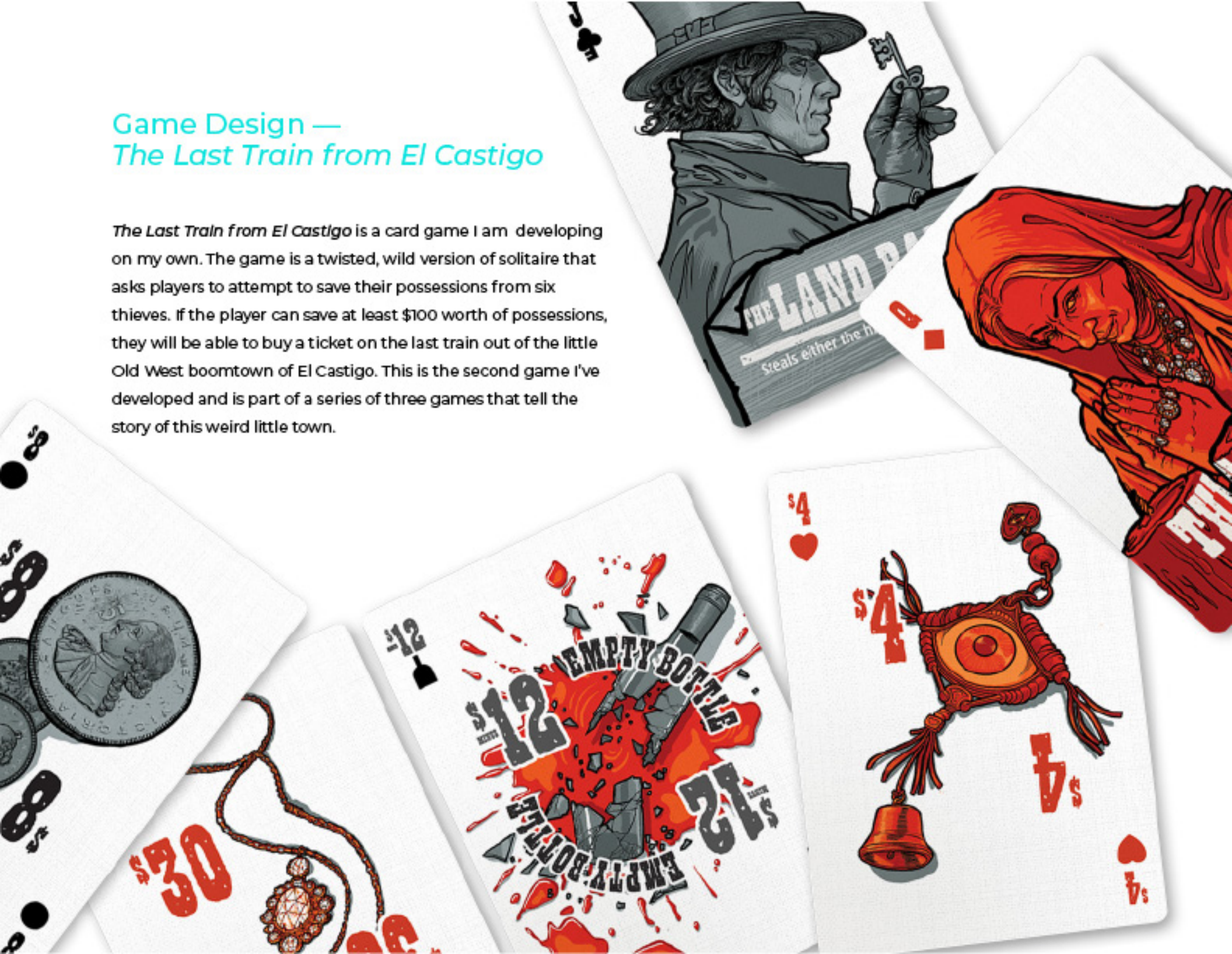
Trade Magazine Layout and Design

For several years I was senior graphic designer for the publishing company 1105media, where I worked on three different trade publications. I was entirely responsible for working directly with editors and copywriters in laying out the magazine. I also was directly responsible for contacting and working with illustrators and photographers for the art when I wasn't creating it myself. I produced no fewer than 30 full monthly magazines in my time there, which included complete layout redesigns, logo design, and preparation for print.

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Thank you for your consideration

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