

Hardscrabble Projects
Designers and developers of printed
and digital publications

Galen Smith
Principal/Creative Director
gsmith@hardscrabbleprojects.com

135 Prospect Park West, 64B
Brooklyn, NY 11215
(347) 276-2325
hardscrabbleprojects.com

Skills and capabilities

Experienced graphic designer, art director, and design department manager. Able to lead a team and work as part of one. Extensive knowledge of book design both printed and digital, typography and brand identity creation. Wide ranging experience with book printing processes. Published author/photographer, blogger, and design educator.

Experience

Hardscrabble Projects - *Principal/Creative Director*

2011 – present // Hardscrabble Projects is focused on design and art direction for printed and digital publications. Hardscrabble Projects produced and designed the hardcover book *New York Dick; Lewd drawings and obnoxious comments on New York City advertising posters* for Mark Batty Publisher, and *New York Dumb* for the iPad. Clients include Chronicle Books, Harper Design and Abrams Books. Responsible for project acquisition, design, and freelancer coordination. Registered Apple Developer.

Abrams Image, Stewart Tabori & Chang - *Art Director/Department head*

1999 – 2011 // Supervised a design department of 4 to 6 on-site designers, and 8 to 12 off-site freelancers designing 50 to 60 books per year. Worked closely with editorial, marketing, and production departments to create, promote, and deliver exceptional books. Organized and directed photo shoots and prepared design presentations. Designed 6 to 8 complete book projects and 10 to 12 book covers per year. Design department representative on publishing process improvement committee.

Galen Smith Graphic Design - *Principal/Creative Director*

1995 – 1999 // Art directed and designed illustrated trade books (covers and interiors), catalogs, logos and branding systems. Clients included Rizzoli, Stewart Tabori & Chang, Decision Support Services and Doubleday Select.

Parsons School of Design - *Faculty*

1996 – 1999 // *Digital design foundation instructor*. Introduced students to digital art and design, including 2-d, 3-d, web, and multimedia environments. Created or modified design assignments, organized all projects and training for 30 students.

Digital design continuing education instructor. Instructed students in the history and practice of typography, and its creative and functional possibilities.

Newbridge Communications - *Designer*

1993 – 1995 // Responsible for design of direct mail promotions for science, computer and business book clubs. Worked closely with editorial and marketing department. Art directed photographers and illustrators.

Hoashi Communications - *Designer*

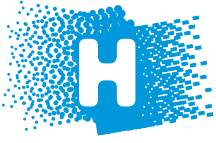
1992 – 1993 // Designed brochures and promotional materials for a wide variety of clients including Canon USA, TIME magazine, Seventeen magazine, and Dentsu Incorporated.

Alexander O'Neill Haas & Martin - *Senior Designer*

1988 – 1992 // Designed and art directed fundraising campaign identities and support materials. Worked with clients, campaign managers, editors and printers. Clients included universities, arts, and philanthropic organizations.

Wagner Brucker Design Associates - *Designer*

1986 – 1987 // Designed and produced two and three-dimensional projects for the real estate development industry.



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Education

Portfolio Center - Atlanta, Georgia
Graduate of Graphic Design Program

Staatliche Akademie der Bildenden Künste - Stuttgart, Germany
Exchange student, Graphic Design and Advertising

Awards and recognition

New York Dick; Lewd drawings and obnoxious comments on New York City advertising posters
Covered in *Vice* and *Blackbook* magazine, Daily Heller and Flavorwire online, featured on WFMU's *Too Much Information*

New York Book Show
Feasting On Asphalt, Merit Award for Cookbooks

American Corporate Identity
Galen Smith stationery, *Award of Excellence*
Ansley Above the Park logo, *Award of Excellence*

AM New York
Interviewed for article "Judging Books By Their Covers"

I.D. Magazine
Design review by Chip Kidd of the book *Art of the Market*

Show South
Sawhorse General Contractors corporate identity, *Certificate of Distinction*

Primary software

Adobe Indesign, Illustrator, Photoshop, Adobe Digital Publishing Suite. Microsoft Word, Excel, Powerpoint.

Websites

Portfolio and info site for Galen Smith/Hardscrabble Projects - hardscrabbleprojects.com
Blog and info site for *New York Dick* (hardcover book) and *New York Dumb* (iPad book) - newyorkdick.org