

CREATIVE PORTFOLIO

Michele Smith

GRAPHIC DESIGN
BRAND DEVELOPMENT
DIGITAL & PRINT MEDIA

I combine the creative instincts of a fine artist, the technical expertise of a web developer, and the strategic perspective of a marketing professional.

With more than 15 years of experience, I develop distinctive branding, websites, and visual communications for healthcare, corporate, education, agriculture, and retail audiences.

From original concepts to finished production artwork, I connect design, content, and technology to turn vision into visibility and visibility into growth.

EXPLORE MY WORK

Select a link to view my professional work and profiles.

Digital media

Print media

LinkedIn

Behance

Dribbble

Malt

Wix Agency Partner

Logo Design & Brand Identity

Selected Concepts | Michele Smith



Gulf Pacific Contracting

LIVE LINK



A & J Development



Mike's Discount Tobacco



Smooth Transitions



James Fletcher Construction



Fisher's Plumbing Services



Applacres

LIVE LINK



Le Petite Cuisine



Mona's Heritage

LIVE LINK

Website Design & Lead Generation

James Fletcher Construction

LIVE LINK



WEBSITE HOMEPAGE / CORPORATE BRANDING & SERVICES



OPT-IN LEAD COLLECTION FORM



CONTACT INFORMATION PAGE

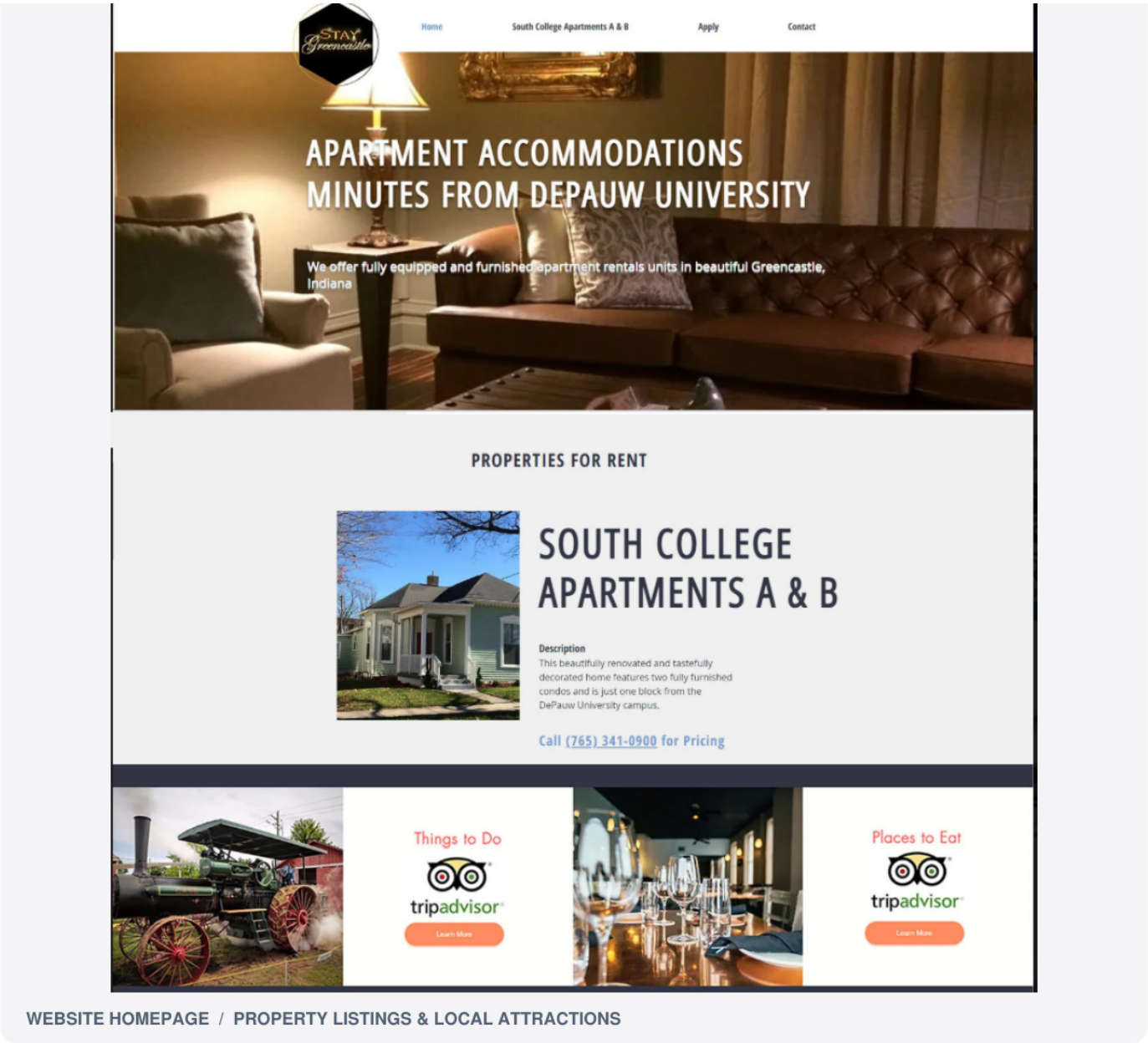
PROJECT OVERVIEW

PROJECT OVERVIEW

A compact business website developed for James Fletcher Construction, combining corporate branding, service information, contact details, and a lead collection form.

Website Design & Property Leasing

Stay Greencastle



WEBSITE HOMEPAGE / PROPERTY LISTINGS & LOCAL ATTRACTIONS

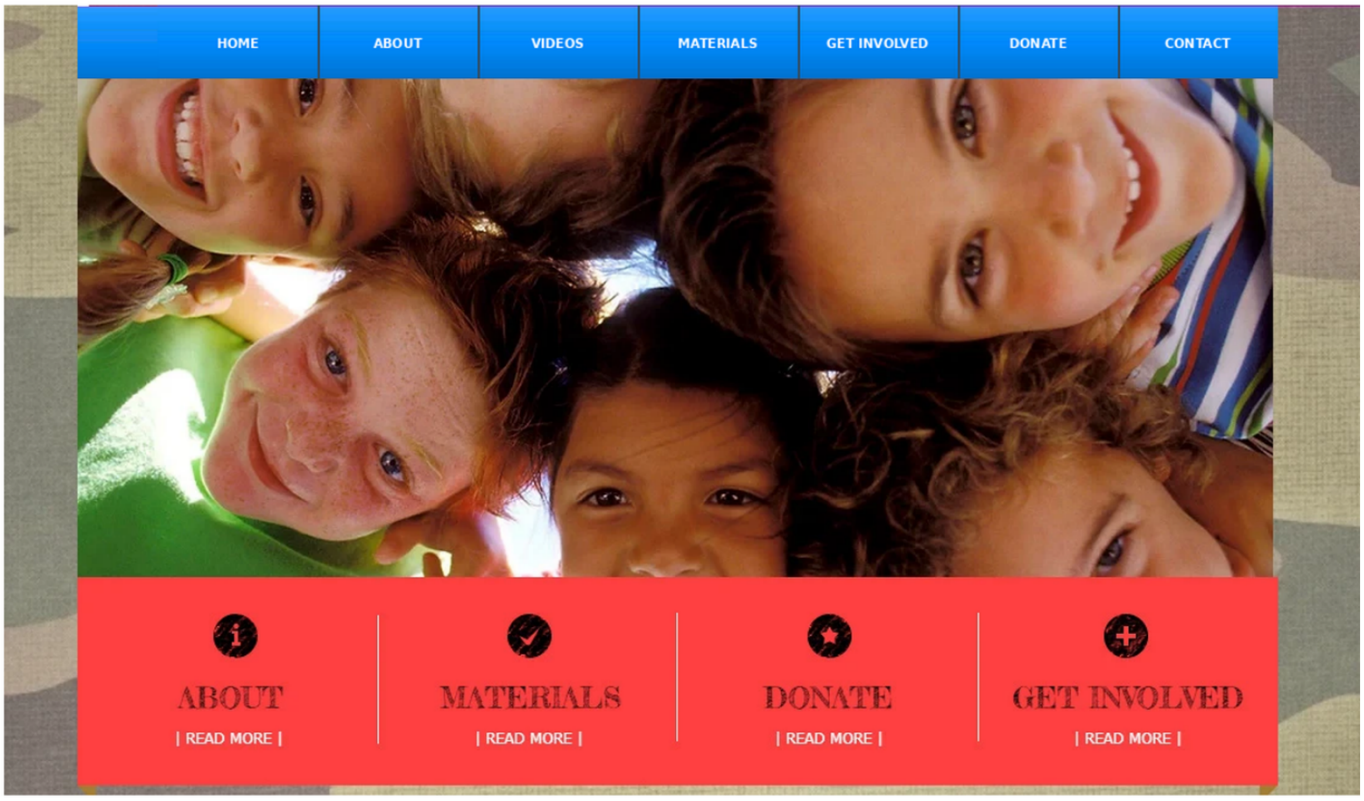
PROJECT OVERVIEW

PROJECT OVERVIEW

A furnished-apartment leasing website near DePauw University in Greencastle, Indiana, showcasing available rentals, local attractions, and direct property inquiries.

Reading Bootcamp Website (Non-Profit)

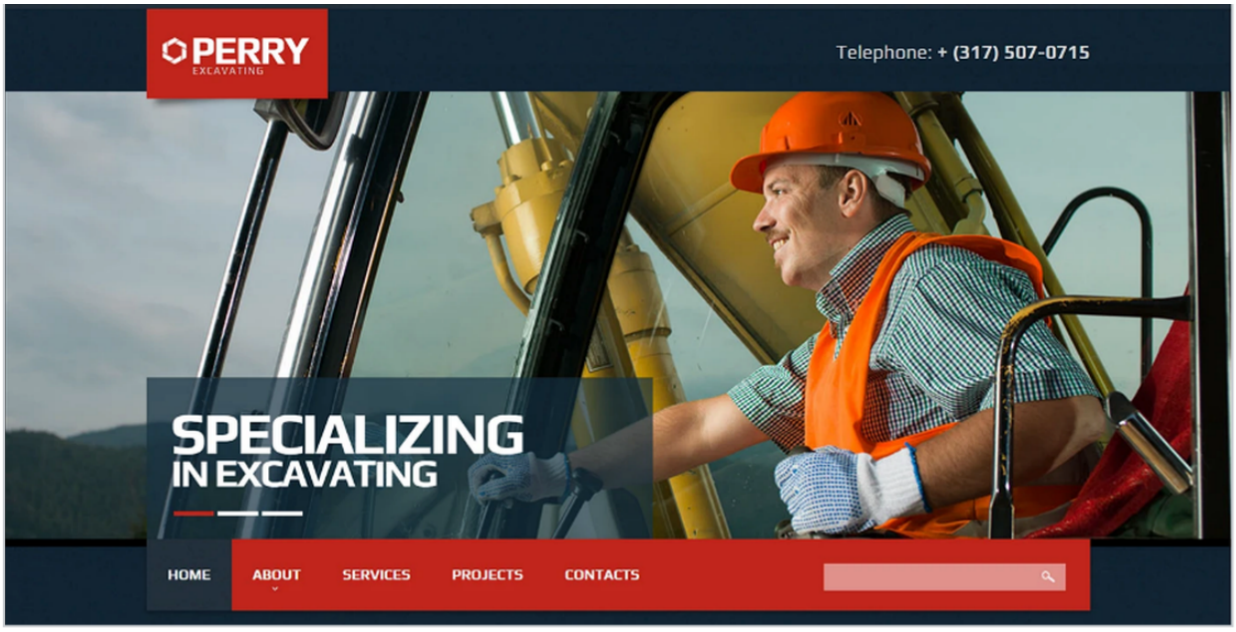
Website Design & Email Signup Form





Construction Microsites

Perry Excavating / Gulf Pacific Contracting, LLC



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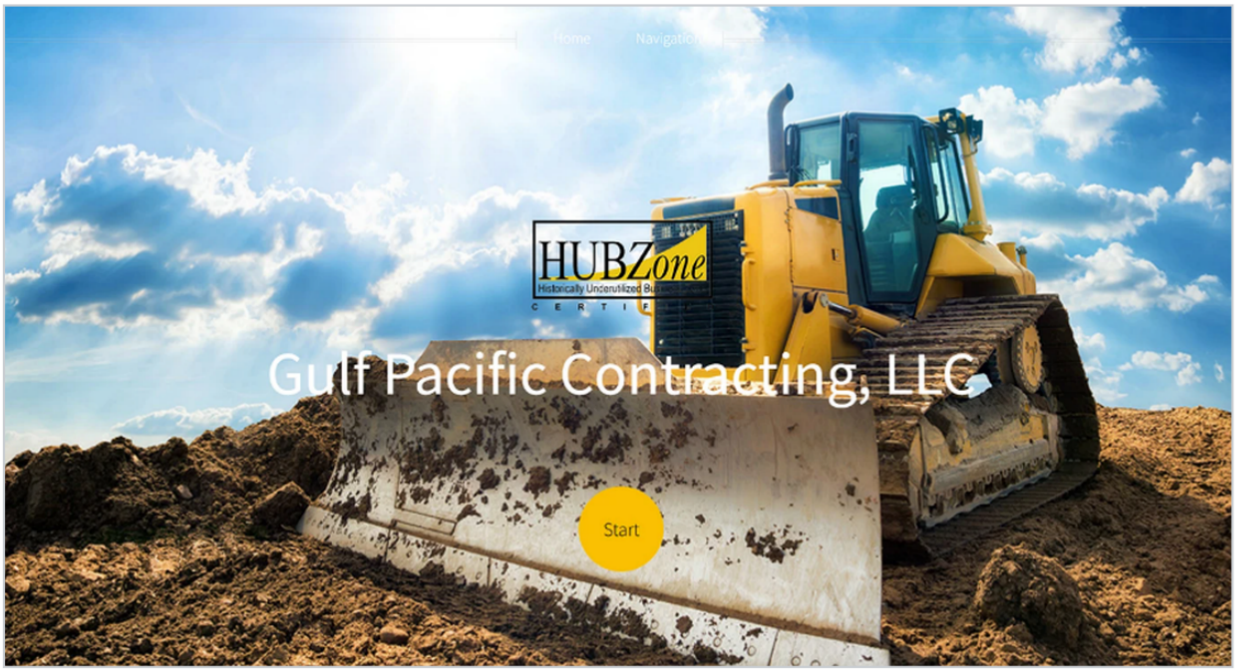
GULF PACIFIC CONTRACTING, LLC



LIVE LINK

Applacres Website with Power Form

Website Homepage & Email Newsletter Form

L LIVE LINK



Email newsletter power form



Social Media and Ordering Forms

Campaign Creative & Customer Order Form



In progress: conversion of the ordering form into an app.

L LIVE LINK

