

Randall Smith

modern8
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Education

Bachelor of Fine Arts, University of Utah, 1972
Art Department, Graphic Design Emphasis

Bachelor of Science, University of Utah, 1972
Journalism Department, Advertising Emphasis

Employment (Most recent first)

2001 - Present
Founder, modern8 Corporation, Salt Lake City
Brand design agency, offering strategic and creative services

1987 – Present
Adjunct Professor, Art & Art History, Graphic Design BFA Program, University of Utah, Salt Lake City

2000 – 2001
Partner, Smith Sligting Partners, Salt Lake City
Design and interactive firm, offering design for print, web, video and CD-ROM

1989 – 2000
Randall Smith Associates, Salt Lake City
Graphic design services

1980 – 1989
Partner, Smith & Clarkson, Salt Lake City
Graphic design services

1972 –1980
Senior Designer, LDS Church Graphic Design Department, Salt Lake City
Internal graphic design services

Affiliations

Founding President, Salt Lake City Chapter, AIGA (American Institute of Graphic Arts)

Board of Directors, Salt Lake City Chapter, AIGA (American Institute of Graphic Arts)

Show Chairman, Salt Lake City Chapter, AIGA (American Institute of Graphic Arts)

Member, Since 1985, AIGA (American Institute of Graphic Arts)

Former Member, Utah Advertising Federation, Salt Lake City

Tax Committee, 1997, Utah Advertising Federation, Salt Lake City

Speaking, Teaching, Judging Engagements

Utah Governor's Conference on Economic Development, Panelist, Marketing Forum, 2016

Utah State University, Logan, "Design as a Business Tool", 2013

Pecha Kucha, "20 x 20", Salt Lake City, 2012

Sunstone Symposium, "Branding Mormonism" 2012

Utah Technical Council, "Science & Art of Brand Strategy", 2011

Society for Marketing Professional Services, "Your Logo Isn't Your Brand", 2011

Utah Valley University, "Design as a Business Tool", Provo, 2011

Utah Technical Council, "Personal Branding", 2010

Utah State University, Logan, "The Design Revolution in Business", 2009

University of Utah, Salt Lake City, 2007, 2006

Utah State University, Logan, 2005, 2000, 1998

Western Regional Chapters, AIGA, Las Vegas, Nevada, 2004

Brigham Young University, Provo, Utah, 1995

Awards, Citations & Exhibitions

The following organizations have given many different awards, with accompanying publication and exhibitions:

AIGA Fellow, AIGA Salt Lake Chapter, 2017

American Advertising Federation, Addys Gold Award, 2013

Communication Arts magazine, "Bookjigs", 2012

Communication Arts magazine, "Nucleus", 2011

Art Directors Salt Lake City

New York Art Directors Club

New York Type Directors Club

AIGA Graphic Design USA

Print Magazine

Print Casebooks

Utah Advertising Federation

Salt Lake AIGA

modern8 Gallery

Published Writings & Design

Utah CEO Magazine, August 2009, "The Design Revolution in Business"

Connect Magazine, October 2006, "When You Need to Re-Brand", pg 20

Concrete Construction Magazine, October 2006, "Constructing Your Brand", pg 47

AdNews Magazine, May/June 2005, "Design Does Matter", pgs 14-16

Connect Magazine, February 2004, "Design & Advertising, What's the ROI?", pgs 40-44

Connect Magazine, June 2003, "Searching for Your Brand", pgs 34-38

Color Management for Logos, by John Drew, Sarah Meyer

Letterhead and Logo Design #12, Oxide Design Company, pg 20

Ongoing writings on blog: <http://www.modern8.com/thoughts/>