



HENRY NOBLE SMITH

Senior Design Manager | henrynoblesmith@gmail.com | 573.821.4501

PORTFOLIO

henrynoblesmith.com

SKILLS

Branding
Animation
Illustration
3D Modeling
Art Direction
Print Production
Digital Advertising
Video Production
Visual Effects
Photo Editing
Social Media
AI Prompts

INTERESTS

Rock Climbing
Photography
Illustration
Ethical Hacking
Ham Radio
Backpacking
Archery

EXPERIENCE

Tenable

2022-Present

Senior Design Manager

- Played an essential role in implementing a sweeping rebrand by scaling creative across a variety of visual media and problem solving critical branding challenges to create a functional and flexible visual style in alignment with the new concepts and direction
- Consulted directly with AV engineers to bring to life multimedia experiences for trade shows like RSAC, Black Hat, AWS, and our internal conference often spanning complex LED displays and requiring specific knowledge of videography, post-production, lighting, and stage direction
- Designed and implemented core custom functionality for Tenable's deployment of a digital asset management solution to create a scalable, organized resource center with improved access controls
- Art directed agency partners to ensure brand consistency and worked collaboratively with marketing partners to provide specific and thoughtful feedback whenever possible to empower them to create their best work

Design Manager

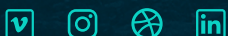
- Developed highly technical abilities in 3D, AI, and animation toolkits to provide new visual approaches and possibilities for Tenable's brand.
- Played a key role in the branding and storytelling for flagship Tenable launches like the Tenable One Exposure Management Platform and personally created trade show experiences, website assets, digital campaigns, and infographics to promote these launches across all company resources
- Maintained working relationships with a variety of vendors to design and fabricate engaging brand attractions like a seven foot yeti with synthetic fur and a life-sized rendition of our bot mascot with LEDs and animation

Try J Advertising

2020-2022

Designer

- Designed and executed a variety of branding and marketing campaigns that incorporated print, web, video, photography, and animation
- Storyboarded, filmed, and edited conceptual sales and informational videos and handled photography needs for all clients
- Independently created, expanded, and maintained new brand identities for a range of automotive and supporting businesses including Lexus Escondido, Lexus Carlsbad, and Toyota Carlsbad
- Maintained working relationships with a variety of vendors to quote and execute on a range of print, signage, and environmental design projects





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SOFTWARE

After Effects

Illustrator

Indesign

Photoshop

Lightroom

Cinema 4D

Redshift

Figma

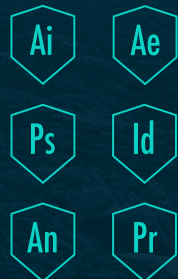
Creatopy

PowerPoint

Midjourney

Topaz AI Tools

Linux Debian



EXPERIENCE CONTINUED

Jackrabbit Design

2015-2020

Design Team

- Produced conceptual design work using illustration, photo manipulation, typography, and 3D modeling
- Created vendor ready files for a variety of projects including alcohol packaging, print ads, and event materials
- Designed and implemented engaging social media campaigns
- Worked collaboratively with other designers and art directors to create quality work on a timely basis

Video Team

- Animated logo stingers, lower thirds, and other video elements
- Created and produced explainer videos from storyboard to final
- Edited and produced video content for web and social
- Implemented techniques such as motion tracking, keying, rotoscoping, and animation to enhance video projects
- Worked seamlessly with video team members to execute projects on tight deadlines

EDUCATION

Truman State University

Graduating Class of 2015

Kirksville Missouri

- Creative Director at Truman Media Network
- B.F.A. Visual Communications

