

Forrest Smith
Creative Technologist & Product Partner
Waco, TX

Overview

Lead creative direction, product strategy, and technical implementation for clients across real estate, mortgage, and tech. Blend storytelling with scalable systems, automation, and CMS tooling.

Core Skills

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- Creative and art direction, styling briefings
 - UX architecture, prototyping (Next.js, Tailwind, Astro)
 - Automation + CMS (Sanity, WordPress, Hostinger, Make, Zapier)
 - Collaboration pods, stakeholder facilitation, QA + deployment

Recent Experience

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- Harristechsolutions (2025) - Creative technologist for platform relaunch: CMS architecture, visual language, QA, deployment.
 - Jake Inderman Homes (2025) - Art direction + automation for premium brokerage; built listing engine and analog-inspired brand kit.
 - MatttalksMortgage (2025) - Fractional product partner shaping content-driven lead engine, editorial strategy, UX flows, automation backbone.
 - 44 Realty Group (2025) - Dynamic mock-up shell powered by Google Sheets automation, showcasing premium lead generation experiences.

Job Experience

Graphic Designer ◌ • Hornet Signs ◌ • 2022-2023

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- Produced large-format signage, vehicle wraps, and merchandising collateral using Photoshop, Illustrator, and InDesign.
 - Translated brand guidelines into print-ready layouts and managed color/finish fidelity for each campaign.

Web Designer ◌ • Freelance ◌ • 2022-Present

- Design responsive websites plus identity systems-logos, business cards, letterheads, decks-for boutique clients.
- Own discovery through launch: mood boards, hi-fi comps, and Webflow/Next.js builds with CMS + automation hookups.

DTG Specialist ◌ • Hole In The Roof Marketing ◌ • 2023-2024

- Partnered with clients/internal teams to clarify goals, target audiences, and brand tone before DTG production.
- Iterated on proofs and ensured final apparel matched the creative vision, technical specs, and delivery timeline.

Print Manager ◌ • Integ Solutions ◌ • 2024-2025

- Managed weekly production queues, maintained large-format printers, and edited oversized files pre-press.
- Oversaw HIPAA-sensitive jobs with secure workflows, file tracking, and documentation to protect patient data.

IT Field Support ◌ • Ovation Network (Dell) ◌ • 2025-Present

- Execute ticket-driven deployments covering rack-mounted UPS systems, routers, and servers across enterprise sites.
- Troubleshoot Dell software/hardware, perform on-site upgrades within tight windows, and document each resolution.

Toolbox

Next.js, Astro, Tailwind, custom CSS, WordPress, Hostinger, Sanity CMS, Make.com, Zapier, Google Workspace automations, Storybook, GitHub Actions, QA scripts, Photoshop, Illustrator, InDesign, large-format production workflows.

Contact

Email: forrestsmithb@gmail.com

Website: forrestsmith.tech