

ERNIE SMITH

DESIGN+WRITING+BLOGGING
PRINT+WEB+SOCIAL
CRAZY IDEAS + BAD JOKES

WORK EXPERIENCE

WASHINGTON POST EXPRESS

FEB. 2009-PRESENT • WASHINGTON, D.C.

News designer involved with the daily design, editing and photo-editing of a free tabloid. Responsible for the design of a weekly sports section, deadline news pages, entertainment pages, and fact boxes for others to use. Also in charge of daily photo-editing duties, including cutouts and color-correction.

SHORTFORMBLOG

JAN. 2009-PRESENT • SHORTFORMBLOG.COM

Built, launched and responsible for the upkeep of a popular blog, which covers the day's news in a short, easy-to-read format inspired by newspaper design. The custom-designed blog, currently with a staff of three, has received lots of attention (including coverage by Mashable and Mediaite, along with links from Andrew Sullivan, ABC News and Slate) for its unique format and innovative approach to the day's news. The successful site is one of the most popular and highly-regarded news sites on Tumblr.

LINK/THE VIRGINIAN-PILOT

SEPT. 2006-DEC. 2008 • NORFOLK, VA

News designer involved with launch of free tabloid. Among other things, was responsible for: Forward-thinking, ambitious design in all sections (including covers), illustration, budgeting of the Sport section and Link's music coverage, blogging, copy-editing and writing. It was an innovative paper that died too soon, sadly.

BLUFFTON TODAY

JUNE 2005-SEPT. 2006 • BLUFFTON, S.C.

News designer at experimental free tabloid, an early attempt at mixing social media (specifically, blogging) with newspaper journalism. I was responsible for the daily design, illustration and planning of news, features, sports and centerpieces.

MILWAUKEE JOURNAL SENTINEL

SEPT. 2004-JUNE 2005 • MILWAUKEE, WISC.

Temporary news designer, with emphasis in features, news and sports. Responsible for layout and illustration.

SUCCESS AND PRAISE

10k FOLLOWERS ON
TUMBLR – IN JUST
NINE MONTHS

**“[SHORTFORMBLOG]
BASICALLY DOES
A BETTER JOB OF WHAT
THE DAILY BEAST'S CHEAT
SHEET SET OUT TO DO.”**

MARK COATNEY, TUMBLR

2 SOCIETY FOR NEWS DESIGN
AWARDS OF EXCELLENCE
(2006 & 2008)

**“YOUR SITE IS
COMPLETE GENIUS. SUCH
A PERFECT CONCEPT, AND
THE DESIGN/EXECUTION
COULDN'T BE BETTER. I'M
TOTALLY ADDICTED.”**

RYAN SCHREIBER,
PITCHFORK

SKILLS AND ABILITIES

1 TRADITIONAL NEWSPAPER ROOTS

Everyone needs to start somewhere, and for me, I started with a newspaper. I spent time on the front lines of big stories with grueling deadlines, eating the election night pizza and pushing the news out. And the skills I gained from newspapers are both technical (content management, layout, design, copy-editing) and practical (interesting illustration ideas on deadline, clever story approaches).

2 SOLID SOCIAL MEDIA KNOW-HOW

When the earthquake hit Japan earlier this year, I didn't sleep; I spent hours finding new angles and posting them on my Tumblr site. I posted maybe 150 pieces that day, and kept with the story in ensuing days. I wouldn't have been able to do it without taking the skills I've gained in social media and putting those ideas to action.

3 HEAD-FIRST APPROACH TO WEB DESIGN

When it comes to learning new Web design skills, I didn't just let my lack of initial knowledge scare me off; I built a site, and kept improving it over a period of years. Since then I've gained many skills, particularly in CSS, and they've served both me and my readers well.

FOUR QUICK FACTS

FIRST

I graduated from Michigan State University with a degree in Journalism and Political Science.

SECOND

I've lived in three states and the District of Columbia since graduating from college in 2004.

THIRD

I work eight hours a day, post dozens of blog posts and somehow have time for freelance.

FOURTH

I have references who have nice things to say about me. Want to know who they are? Just ask.

ERNIE SMITH

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