



**KO SMITH**  
ART DIRECTOR

[kosmith.com](http://kosmith.com)  
[ko@kosmith.com](mailto:ko@kosmith.com)

**SKILLS & PROFICIENCIES**

- Creative Ideation
- Concepting
- Adobe Creative Suite
- Cinema 4D
- Project Management
- Team Leadership
- Creative Problem Solving

**CERTIFICATIONS**

**MCCANN WORLDGROUP**  
Creative Art Direction for Marketing

**NODE CENTER FOR CURATORIAL STUDIES**

Exhibition Design

**ACADEMICS**

**LESLEY UNIVERSITY**  
BFA in Studio Art

**BEIJING LANGUAGE & CULTURE UNIVERSITY**

Mandarin & WuShu Summer Program

**FREELANCE ART DIRECTION**

**KO SMITH STUDIO**

2014 – PRESENT

With vision and enthusiasm, I craft inventive concepts and campaigns that influence consumer behavior through creativity and storytelling. My work speaks to people and occupies culture, not just ad space.

My keen eye for aesthetics and trends and my understanding of the social landscape set me apart.

The tension between commercial and artistic creativity fascinates me. While I strive to create beautiful things, I also aim to understand how and why they work. Authenticity and clarity of vision are crucial in effective collaboration with my team to create a stellar final product.

I excel both in teams and working independently. My curiosity and sense of adventure drive me to seek innovation and depth in my work and personal life. From bringing contemporary art to life to diving into the archipelago of Scandinavian Design after moving to Stockholm, I relish exploration.

Paris and New York feel like home, and I am endlessly intrigued by the motivations behind people's actions and thoughts.

**LEAD CREATIVE**

**HOWARDENA PINDELL STUDIO**

2017 – 2021

- Ideated with Pindell on visual style, materials and production methods to communicate key concepts across bodies of artwork and special projects, with a focus on maintaining artist vision and integrity.
- Established workflow of studio assistants, implementing artist identity and painting technique across all works of art, visual guidance in execution and materials.
- Liaised between Pindell and Gallery to build out guidelines and vision for new artworks with understanding of the Artist's brand identity, career, personal history, and position within the art community.

**IN-HOUSE LEAD CREATIVE**

**GARTH GREENAN GALLERY**

2013 – 2017

- Ideated with Gallery Director to build out guidelines and vision for new exhibitions with understanding of the gallery's brand identity and position within the art community.
- Hired freelance art installers and guided teams on core principles of Gallery Director's visual style to establish continuity in exhibition installation, design and fabrication.
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- Oversaw installation of all gallery and art fair exhibitions.

**HEAD OF INSTALLATION**

**MOMA PS1**

2010 – 2013

- Liaised with artists, curatorial department, directors, install and fabrication teams to produce museum exhibitions and events.
- Led teams of Art Installers and Interns on core principles of Artists' ideas and visual style to establish continuity in exhibition installation, design and fabrication.
- Guided teams of Seasonal Intern Teams in learning about Exhibition Design, Fabrication and Installation