



GRAYE SMITH

Portfolio of Work

2017 to Present

June 13, 2025

Introduction

My name is Graye Smith, and I've been a designer, illustrator and professional Creative for two decades. In that time I've done virtually every type of job someone with advanced design skills is asked to do — packaging design, website design and development, brand development, illustration, corporate collateral, magazines, the list goes on and on.

What most people don't know about me, though, is my love of creating games. I started making games when I was in third grade, bringing my homemade concoctions to school to play test with my friends. They weren't always good, but I learned from that experience what it meant to make people laugh and have fun.

I was fortunate to get a job in 2006 at a fantastic design firm in Glendale called Gel Communications. Our main clients at the time were the Disney Consumer Products and Warner Bros' Interactive divisions. This was my first exposure to style guide development, and I was hooked. Since then, the standards I learned working on those projects have been my minimum standards throughout the rest of my career.

I have had the recent opportunity to work on a variety of side projects for some great clients, all by referral from people who know the quality and creativity I bring to everything I do. From packaging design for MGA Entertainment, to style guide and illustration for Sesame Workshop, to brand development for TWG Global, I've enjoyed building great relationships while also creating amazing work.

In this portfolio I go over many of the pieces I enjoyed and am most proud of, but also the pieces I think showcase how I might help you develop your brand concept to new heights.

I look forward to the opportunity to discuss with you how I might contribute to your vision. Thank you!

A handwritten signature in black ink, appearing to read 'Graye Smith', with a long horizontal line extending to the right.

Graye Smith

Illustration — Apparel Graphics

Beginning in 2005, I began creating tee shirt graphics for a community-oriented apparel site called threadless.com. At the time, their approach was unique and inventive — artists would submit their ideas for tee designs to the site and the community would vote on the designs. The higher the vote, the more likely the design would be produced and sold in each weekly release.

My designs were selected ten times for printing, and I've been running a portal selling my work on the site ever since.

Visit the store at grayhound.threadless.com.



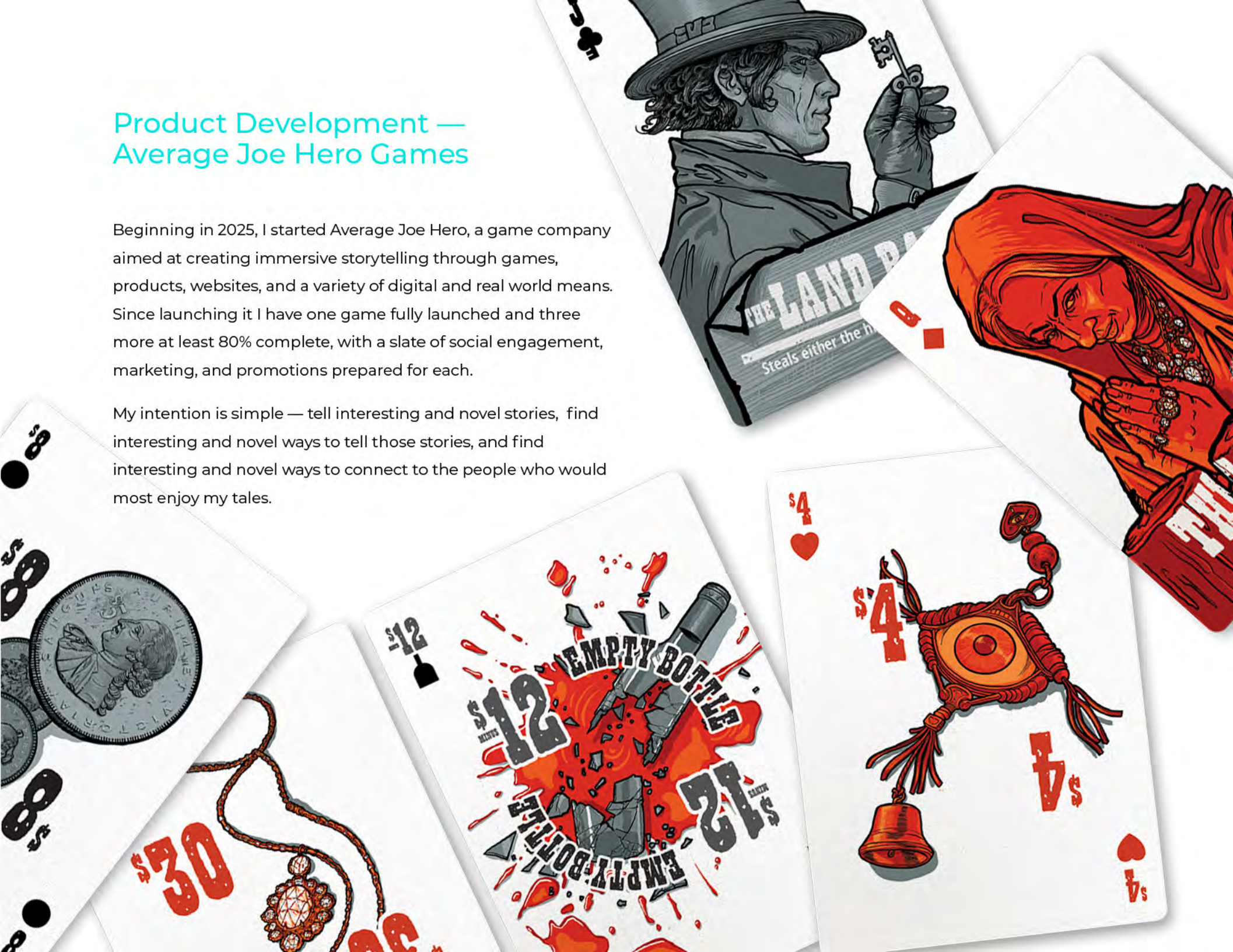
Illustration — Apparel Graphics



Product Development — Average Joe Hero Games

Beginning in 2025, I started Average Joe Hero, a game company aimed at creating immersive storytelling through games, products, websites, and a variety of digital and real world means. Since launching it I have one game fully launched and three more at least 80% complete, with a slate of social engagement, marketing, and promotions prepared for each.

My intention is simple — tell interesting and novel stories, find interesting and novel ways to tell those stories, and find interesting and novel ways to connect to the people who would most enjoy my tales.



Product Development — Average Joe Hero Games

I develop all of my games myself, from game design and product testing to illustration and package design, to social media marketing and promotion. This way I can keep costs low and guarantee the quality of every game.

I occasionally use AI tools to help me speed my process along. In the end, all of my games are entirely my own concepts.

In the near future I plan on launching a social-focused game called *The Hash Off*, where player choose the characters they want to support and play competitive games to help decide how the story is told. I've already run a small-scale initial test with great success, and am developing the idea for larger-scale production.



Product and Brand Design — iPoll

I was responsible not only the logo concept for the consumer survey panel site iPoll, but also the entire brand system, and I worked closely with a large team on the product development of the website and its related app. This was my first exposure professional product development, which featured gathering user sentiment about brand updates, analyzing metrics of usability, and understanding the symbiotic relationships between design and usability in a product.

iPoll

iPoll

ipo))

iPoll

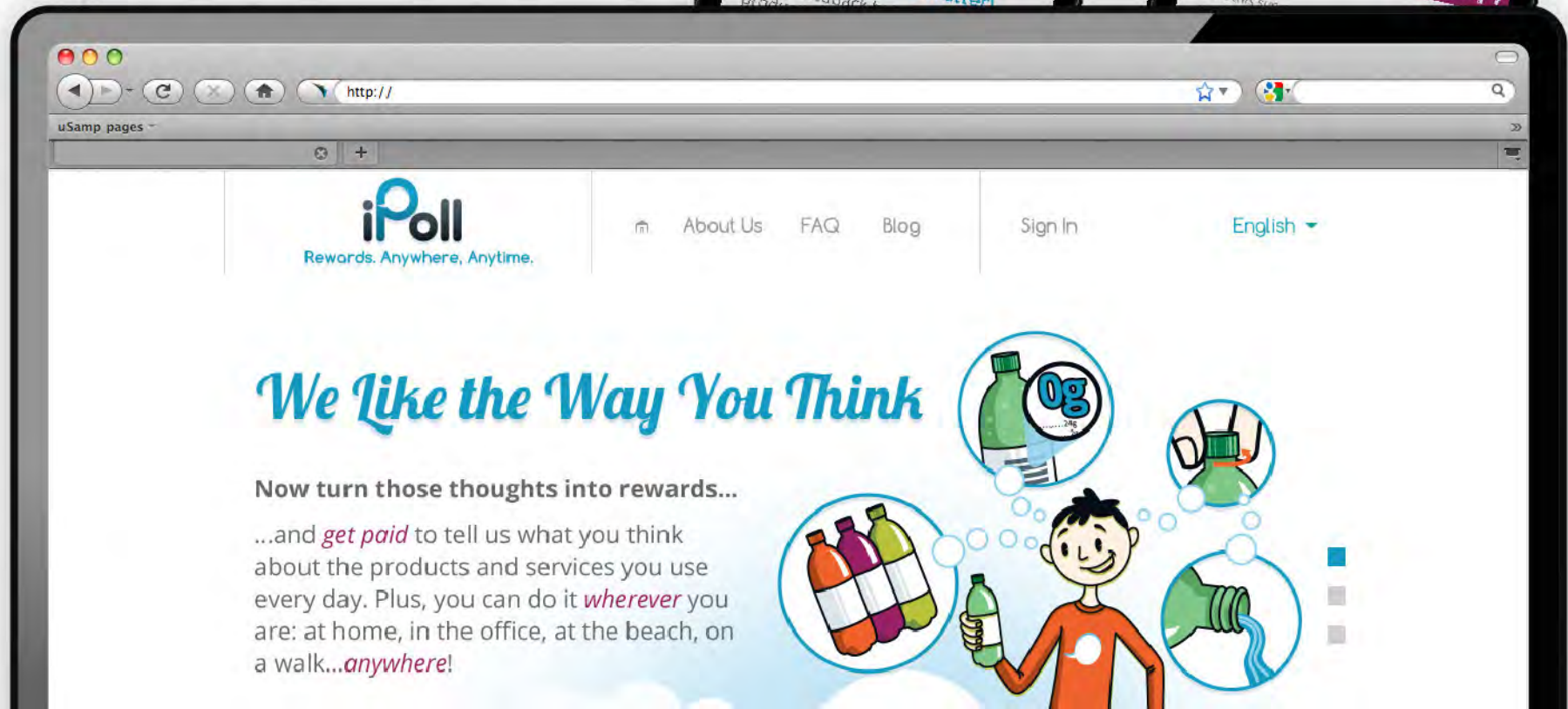
Other logo options developed during brand development for iPoll



Product and Brand Design — iPoll



iPoll website and app brand development, including marketing messaging and social media



Product and Brand Development — PointClub

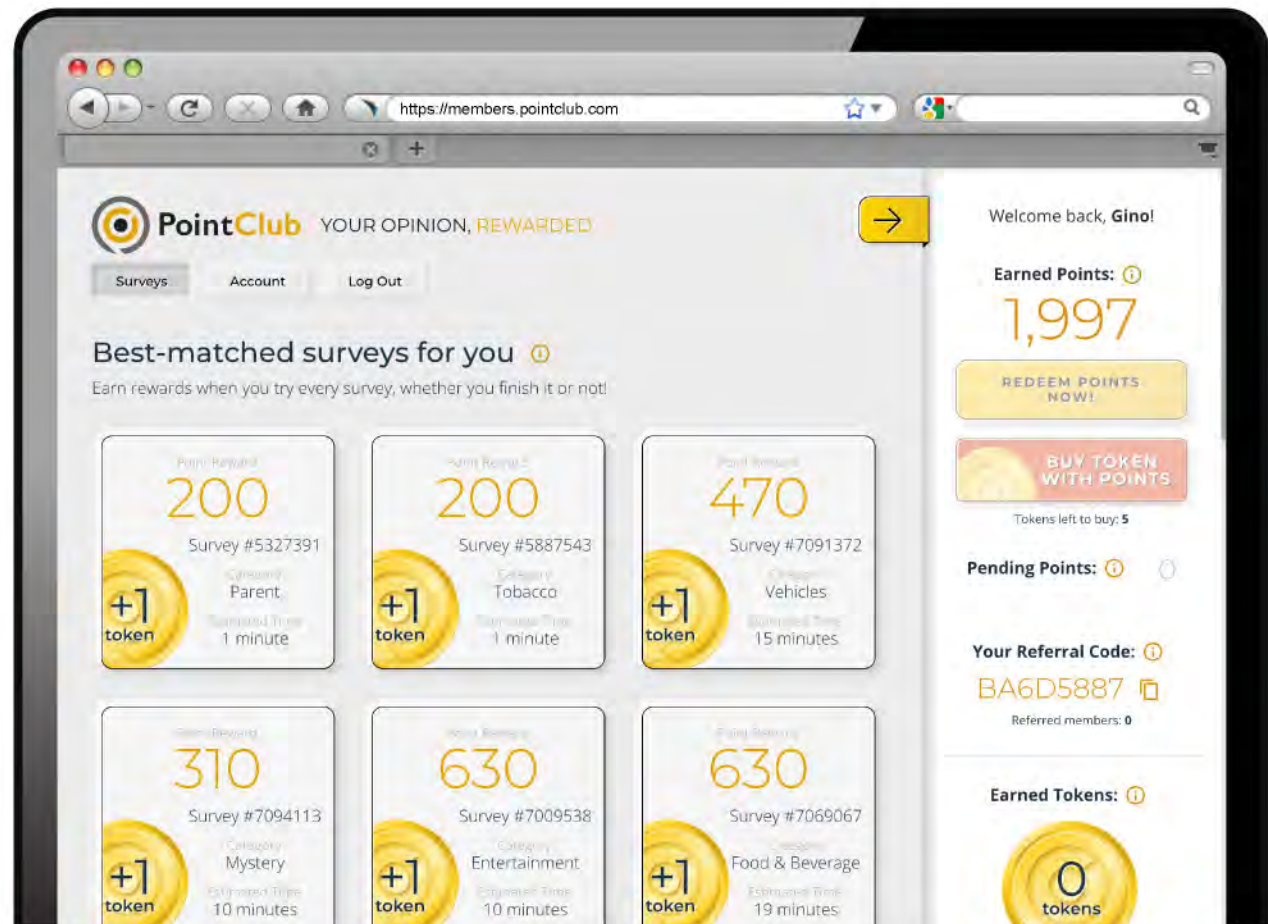
Expanding on my experience working on the iPoll brand, I was made product manager of the consumer survey panel site PointClub. I was responsible for development of all site functions — brand development, marketing direction, and user interface development — which afforded me the opportunity to test innovative ideas from game theory and behavioral

psychology to successfully increase user retention and engagement. Combining the ability to gather user data easily and apply behavioral mechanics in a controlled science-based methodology, I was quickly able to correct usability issues.

Visit the site at www.pointclub.com.



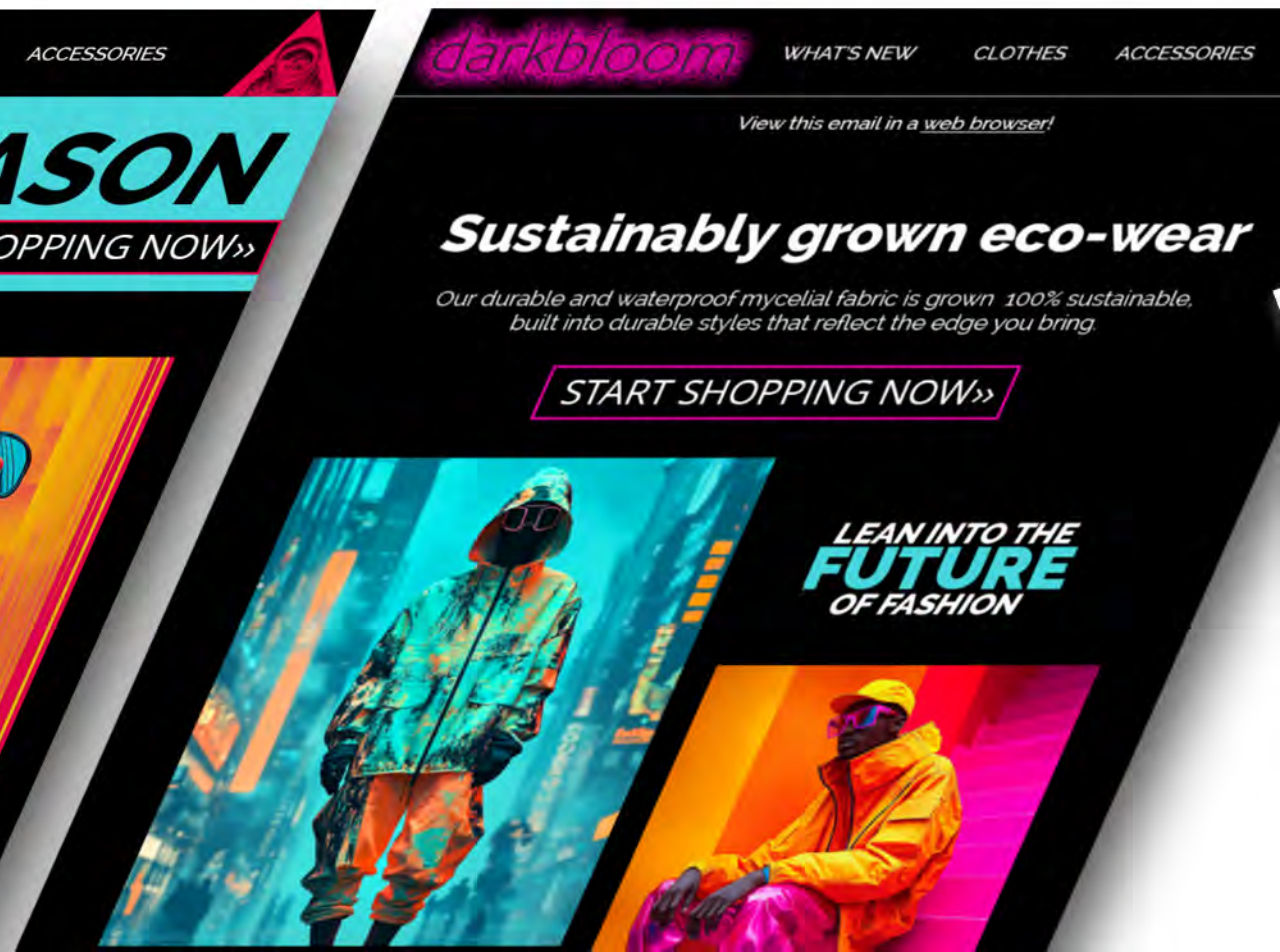
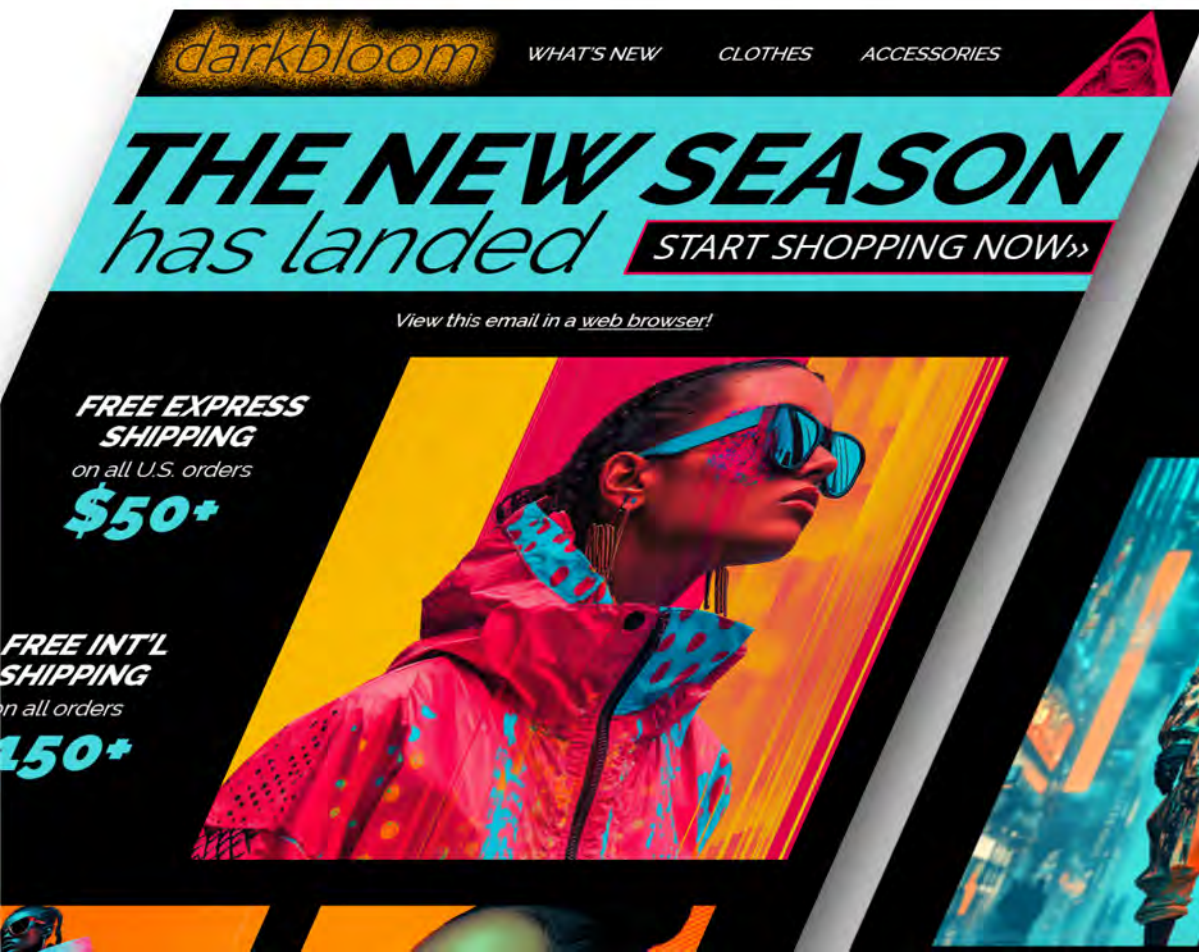
Over three dozen other branded logo concepts were generated, the final is displayed on the current site layout



Brand and Web Development — Darkbloom Fashions

Darkbloom is a fashion design concept being developed by several my fellow graduate students from USC's Iovine & Young Academy. They are creating cutting edge fashion products using smart technology and high-tech manufacturing

techniques with the goal of shaking up the world of street wear fashion. I've been working with them as both brand and web development, defining the look and feel of their extremely provocative fashion line.



Sesame Street Learn & Play Style Guide

I worked directly with the team at Sesame Workshop in developing the style guide for a series of educational play centers that would open in malls around the world. I developed everything from the primary “Learn & Play” logo design,

the style guide layout, and then renderings of the interior layouts of the play areas themselves. I developed color schemes, typography, and logo guides for all aspects of the project.



Sesame Street Learn & Play Style Guide



Sesame Street Learn & Play Style Guide



Glitter Babyz Packaging Design

I worked directly with the team at MGA Entertainment to develop the brand and packaging design for the Glitter Babyz line, including logotype design, packaging forms, color schemes, and iconography for the line of dolls.

In addition, I was responsible for final production setup on all files to go to press. This included setting up all artwork to the proper color space, making certain spot colors were correct, and all components were accurately labeled for press.



Glitter Babyz Packaging Design



Pui Pui Molcar Packaging Design

As with Glitter Babyz, I worked directly with the team at MGA Entertainment to develop the brand and packaging design for the Pui Pui Molcar line, including icons and pattern design, packaging forms, color schemes, and iconography for the line.

In addition, I was responsible for final production setup on all files to go to press. This included setting up all artwork to the proper color space, making certain spot colors were correct, and all components were accurately labeled for press.



Pui Pui Molcar Packaging Design



GRAYE SMITH

Thank you for your consideration

URL

