



Event branding designer for the changemakers

Hi, I'm Stacey, a graphic and web designer based in the Washington, D.C. area. I make refined event visuals for nonprofits and community-driven organizations.

For the last 20 years, I've handled project management and marketing tasks for corporate and nonprofit companies. I loved the benefits but realized my true passion was creating high-quality, clear visuals to support the work of changemakers. That led to my pivot into entrepreneurship and freelance brand design. Through The Smith Creative, I help people-focused organizations create impactful change through cohesive event branding.

Everyone is capable of making an impact in this world.

For me, it's by creating event visuals that support the goals of community-driven organizations—like yours.

I understand how vital and time-consuming your work is. Adding branding and designing tasks to your growing to-do list won't cut it, especially when so many people benefit from how you make a difference in your community.

That's why I'm here—to declutter your busy schedule with a seamless event branding process and deliver clear, cohesive visuals.

Your upcoming event deserves branding that will make people not just show up but remember how you transformed their lives. I use purposeful, minimalist design that aligns with your mission and creates a lasting impression on your audience.

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