Claire Smith Extended Bio

Claire Smith is knowledgeable in both the creative and technical spheres, but at the center of her work will always be humanity, with the intention of creating projects that are influential and helpful to the people they impact. Born and raised in Florida, Claire is active in the Tampa Bay community and has a fondness for its rich history and culture.

Claire is a University of South Florida student working towards a B.S. in Information Science with a concentration in web development and a Minor in Studio Art. She works at AirplaneIQ, an aviation company specializing in the buying, selling, and management of private aircraft where she is their chief marketing and design personnel. During her time at this company, Claire has created a variety of deliverables including graphics works such as sign creation, brand building, stationary design, email blast design and management, as well as advertisements for each plane and their corresponding spec sheets and presentation documents. As a part of the team, Claire also monitors and updates AirplaneIQ's website, social media, and contacts list, and provides much of the verbiage for messaging and advertising campaigns. She collaborates with her coworkers and outsources to various consultants and third parties to produce and manage these deliverables when needed. More recent projects include researching competition and increasing the company website's search engine optimization.

Much of her current work is influenced by her classes in graphic design at the USF St. Pete campus. These classes have led to proficiency in typography, logo design, brand development, illustration, and a variety of artistic skills including painting,

printmaking, and animation. Claire is certified in Photoshop and Indesign, and also has experience in Illustrator, and other Adobe Creative Cloud software. She can also utilize the Google Suite as well as Microsoft 365.

Her time in the Information Science program has contributed to her technical skills as well. Claire has experience in coding and website creation, having taken classes in HTML, CSS and JavaScript, Java, and C++, and working on refining these skills. Her website development classes allowed her to create a variety of website content including pages, navigation, carousels, cards, iframes, sitemaps, and being able to add simple user input with JavaScript and customize design with CSS. These classes also taught how to utilize web developer tools such as Bootstrap and Github and optimize design for mobile use. Other relevant classes include Information Architecture, where she created wireframe, navigation, and user persona deliverables. In the class Interactive Design, projects included researching user behavior and how user experience can be utilized in interactive design in order to create a more cohesive and collaborative environment between the user and client. Other important classes that are beneficial in a career in technology include a Database Concepts class where she learned how to input and manage databases, an Information Security class, focusing on techniques to combat breaches and increase safety of data, and Architecting OS Security, where she learned how to manipulate operating systems, including Linux and Windows OS.

Some soft skills Claire has developed include management and leadership skills. She took a course in Project Management and has been influential in group projects as a leader and communicator. Claire has been in several student groups such as Rocky's

Angels, a USF a-cappella group where she plays a major part in supporting her vocal part and teaching new members the music. She was a part of the Tampa Museum of Art Youth Counsel which created events for high school students in the Tampa Bay area revolving around art. Some of the major events she helped design and facilitate include the 2020 Student Film Festival, the 2020 Student Art Exhibition, and the TMA Silent Disco. Claire founded her high school's art club her junior year, and remained president into her senior year, spearheading some major projects including two murals painted at the HCA Florida Riverview ER, and encouraging her peers to participate in art competitions such as the TECO poster competition, and Dali Museum Student Surrealist Art Exhibition.

Claire's ideal career includes website creation with a focus on user experience, this methodology emphasizes the user's role in the development of products such as a website or app. Some of the requirements in a career in user experience include knowledge on conducting user research and surveys, creating personas, and developing wireframes and navigational pathways. Other skills involved include running tests on websites to receive feedback, and maintaining guidelines for accessibility, as well as utilizing best UX practices to optimize the client's product.