Norman Smart

Product Designer

WORK EXPERIENCE

3DUCATORS | User Experience Designer

Aug 2018 - Present - Newark, NJ

- Created user flows, wireframes, and UI content for the company website and worked with developers to implement designs.

- Crafted company brand concepts and designed logo, business cards and email banners.

- Designed, prototyped and implemented video learning feature to company website for 3d printing education.

FREELANCER | User Experience Designer

Oct 2017 - Present - Clifton, NJ

Fitmi: A social media application that allows users to post and share their clothing and fashion information with others.

- Used storyboarding to draft the purpose and solution and structure of the application.

- Conducted user research to determine target audience and drafted strategies to appeal to them.

- Crafted user task flows and sketched low to high fidelity wireframes in Figma and prototyped.

- Worked with developer to implement the designs in code.

- Reimagined the brand identity including color scheme and logo.

THE IDEAS MAKER | Graphic Designer

Mar 2015 - Sept 2016, Newark, NJ

- Solely worked on design and brand identity creation for the start-up such as logo, email-banners, graphic elements for mobile and website.

- Created a personalized icon set of over 16+ high quality icons.

- Consulted and designed physical and digital material necessities for small business clients.

- Led digital ad campaign for Google I/O Extended 2016 at Rutgers-Newark.

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SKILLS

User Experience Design, Visual Design, User Research, User Flows, Illustration & UI graphics, Brand Design, Mobile UI Design, Web Design, Rapid Prototyping, Wireframes & mockups, HTML/CSS/Javascript/Jquery

TOOLKIT

Adobe Creative Suite

Figma

InVision

Sketch

Axure

Balsalmiq

Visual Studio Code

EDUCATION

RUTGERS UNIVERSITY - NEWARK

Mechanical Engineering

Sept 2012 - May 2015