NORMAN SMART

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User Experience & Graphic Designer

SKILLS

UX/UI : User research/personas, Storyboarding, Wireframing, Rapid prototyping, Usability testing, Branding design.

.Code { Frontend-Development; HTML; CSS; JavaScript; Angular JS; jQuery; WordPress; **}**

Tools : Figma, Sketch, Adobe XD, InVision, Marvel, Balsalmiq Photoshop, Illustrator, InDesign, Axure, Visual studio code, Git.

EXPERIENCE

Freelancer

UX Designer   October 2015 - Present | Clifton, NJ

Mobile UI Redesign for fashion app

- Drafted interactive prototypes, Lo-Hi fidelity wireframes, visual design and over 10+ custom icons.
- Conducted 15 user interviews, created personas, empathy/journey maps and tested 12 users in remote interviews on over 4 design variations.
- Redesigned logo and brand identity and provided UI design redirection which increased user interests.

Website design for Jersey wyldlife: nuisance wildlife removal

- Created designs for marketing solutions such as logo, business card, email-newsletters, printable ads.
- Produced high quality images and icons to improve visual appeal and simplify information heirarchy for user convenience.
- Developed landing page and other web pages in HTML/CSS and animated images using JQuery.

3DUCATORS

UX/Graphic Designer   Jan 2018 - March 2020 | Newark, NJ

- Led branding design including logo, business card, email-banner and email-newsletters
- Assisted engineers in implementing design assets to company site.

The Ideas Maker

Graphic Designer

- Consulted with small business owners to define and translate their business requirements and design content that satisfied customer needs
- Designed company brand such as logo, business cards, and website and increased consumer demand by 60%
- Led digital ad campaigns for Google I/O Extended 2015/2016 at Rutgers-Newark including logo, flyers infopgrahs and other presentational material.

EDUCATION

Rutgers University   March 2012 - January 2015 | Newark, NJ

- 60 credit hours towards BA in Mechanical Engineering.