

# Norman Smart

UX / UI Designer

## WORK EXPERIENCE

### 3DUCATORS | User Experience Designer

Aug 2018 - Present

- Created user flows, wireframes, and UI content for 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

- Redesigned a social media mobile app for a client. using user and product research methods to determine the best course of action for the app, crafted user task flows and structure to determine user interaction, created low to high fidelity wireframes and worked with a developer to implement the designs. I also reimagined the brand identity including color scheme and logo.
- Designed and wireframed a personal blog website for a Youtube vlogger and implemented the design in code.

### THE IDEAS MAKER | Graphic Designer

Mar 2015 - Sept 2016

- Solely worked on design and brand identity creation for the start-up such as logo, email-banners, graphic elements for mobile and websites to appeal to a small businesses.
- Created 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

### DESIGN

Adobe Creative Suite  
Figma  
InVision  
Sketch

### CODING

Visual Studio Code

## EDUCATION

### RUTGERS UNIVERSITY - NEWARK

Mechanical Engineering

Sept 2012 - May 2015