

# Norman Smart

UX Designer

Portfolio: [www.amarachxiv.com](http://www.amarachxiv.com)

Email: [normansmart14@gmail.com](mailto:normansmart14@gmail.com)

Phone: (973) - 510 - 1119

Linkedin: [linkedin.com/in/n64/](https://linkedin.com/in/n64/)

## EXPERIENCE

### Digital Designer

Freelancer

Clifton, NJ

October 2015 -  
Present

- Provide content strategies, user experiences and visual design guidance to clients.
- Create user flows, wireframes, and rapid prototypes for web and mobile products.
- Use both qualitative and quantitative data to solve problems.

### 3DUCATORS

UX Designer

Newark, NJ

Jan 2018 - March 2020

- Mapped out User flows, created rapid prototypes, and implemented user testing iterations to increase conversions.
- Collaborated with engineers to implement design requirements.
- Designed company logo, email-banners and business cards.

### The Ideas Maker

Graphic Designer

Newark, NJ

March 2015 - Jan 2016

- Led digital ad campaign for Google I/O Extended 2016 at Rutgers-Newark.
- Created logo's and provided front end development work for small businesses.
- Created a high quality icon set.

## EDUCATION

### Rutgers University

Mechanical Engineering

Newark, NJ

March 2012 - Jan 2015

- Completed 60 credits towards BA in Mechanical Engineering.
- Relevant coursework: Computer Science, Human Psychology, Graphic Design.

## SKILLS

UX/UI

Figma, Sketch, AdobeXD, Invision, Axure.

Design

Photoshop, Illustrator, Indesign, After Effects.

Coding

HTML, CSS, Javascript, Visual Studio Code.