Norman Smart

UX Designer

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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 busniesses.
- 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.