RICH SMALLWOOD

951.229.7373 | rich10481@gmail.com | richsmallwood.com

MISSION

To continue designing and building front-end solutions that are intuitive, and impactful, and to continue contributing and growing with an awesome team.

FRONT END

- HTML
- CSS
- Responsive Design
- Sublime Text

UX/UI

- Draw.io (User Flows)
- Balsamiq (wireframes)
- Adobe Photoshop
- Adobe Illustrator
- Sketch
- User Research

- Google Forms
- InVision App
- Peek
- UsabilityHub
- Branding
- Typography

EDUCATION

BLOC UX/UI Design Apprenticeship | *5/2015-9/2015*

BIOLA University | *B.S. Organizational Leadership* | *5/2005-5/2007*

Cal State Fullerton | *General Education* | *9/2000-9/2002*

EXPERIENCE

Rebranding and Responsive Design for The Drake Institute of Behavioral Medicine (WIP)
- Created a new logo for the company
- Received approval to start developing a new web-design that I created

Logo Refinement, Design and Development for Audience Connect (audienceconnect.com *updated version coming soon***)**
- Worked with the Managing Principal of Audience Connect to improve the logo
- Designed and developed a one-page site for prospects to learn about the company,
- Designed and developed (HTML/CSS) a site for publishers and advertisers to share their products.

EXPERIENCE CONTINUED...

Rebranding, Design and Development for ReachOrb (reachorb.com)
 - Worked with ReachOrb's founder to create a new logo and responsive web design to better position the company for growth.

Freelance Web-Design and Development for B-Ready CPR (b-readycpr.com)
 - Thorough analysis of local CPR business websites
 - Partnering with the owner to develop the vision, and strategically design the site to clearly communicate what B-Ready CPR provides
- Construction of responsive wireframe design using Sketch
- Coding using HTML/CSS/JS and the Foundation 6 Framework

Original Idea and Design of Clear Plate App
- Lo-Fi wireframe construction using Balsamiq
- Hi-Fi wireframe construction using Sketch
- Interview and User Persona Creation
- Cognitive Walkthrough User Test created along with InVision App prototype

Original Design of Paycrave App
- Competitive analysis of other food truck finder apps
- User flow diagram created using draw.io
- Creation of Brand Identity including logo design (Adobe Illustrator), color scheme (Adobe Color), and typeface selection
- Hi-Fi Wireframe construction using Sketch

WORK HISTORY

US Interactive Media | Web & Visual Designer | June 2016 - Present
- Complete Design and front-end development of responsive, client sites
- Create HTML 5 Banners for clients
- Re-branding client logos and sites
- Prototype creation and presentation using InVision App
- Developing with HTML/CSS/JQuery

More work history available on request