

Brandon Smith

📍 Los Angeles, CA

🌐 www.brandonsmith.work

📞 (310) 963-2547

✉️ brandon@brndnsmth.com

I'm a **UX/UI Designer** using my strong background in **writing** and **photography** to influence my designs. **Storytelling** is my passion.



Projects

URBAN ONE | *UX/UI Design, Research, Strategy, and Branding — Pro-bono*
Design a mobile-responsive website and brand identity for Urban One — an online platform for doers and nonprofits to use their skills and passions to make the world a better place: www.brandonsmith.work/project/urban-one

NETFLIX PRODUCER | *UX/UI Design, Research, and Strategy*
Design a collaborative, cloud-based software for Netflix and its affiliates (producers, directors, writers, editors, etc.) to work on Netflix Originals and their associated transmedia projects: www.brandonsmith.work/project/netflix-producer

Experience

2013 - present

PHOTOGRAPHER, OWNER | **NOVEL HILL**

Capture 10+ weddings per year, as well as engagement sessions and portraits. Develop branding and copywriting, design website, and manage marketing on both blog and social media. Experience with hiring assistants and managing them onsite.

June 2016 - present

FREELANCE WEB DESIGNER | **ARRAY DIGITAL**

Design Wordpress websites, initiate and manage installs, and assist with branding and copywriting.

March 2013 - November 2016

CREATIVE DIRECTOR | **TORRANCE AREA CHAMBER OF COMMERCE**

Branding, website design, print design, copywriting, email & social media marketing, press releases, event and website photography, program coordination.

Skills

UI & VISUAL DESIGN

Wireframing & Sketching | Medium & Hi-Fi
Mockup Design | Prototyping | Color Theory |
Typography | Semiotics | CSS

RESEARCH & STRATEGY

User Interviews | User Surveys | User Personas
| User Journey Mapping | Heuristic Evaluation |
Comparative & Competitive Analysis | Feature
Prioritization | Information Architecture |
Sitemaps | User Flows | Branding | Form Design
| Design Studio | Lean Design | Content Strategy

TOOLKIT



Education

 **CAL POLY SAN LUIS OBISPO** | 2011
BA English, MINOR Photography

 **GENERAL ASSEMBLY** | 2017
UX Design, Research, Strategy