

# Lindsay Smith

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## SUMMARY

Insightful UX/UI designer with a background in communication and web design seeking a Product Design role. Strengths include creativity, collaboration, efficiency, and design based on a deep understanding of user and business needs. Diverse educational, work, and training background combined with an eye for modern design principles make me a unique and valuable addition to any team.

## EXPERIENCE

### Customer Support Specialist - Kazoo, Austin, TX

November 2020 - Present

- Assisted an average of 60 customers per day with product support and updates through empathy and problem solving
- Increased team productivity by a weekly average of 33%

### Freelance Graphic & Web Designer, Austin, TX

January 2016 - Present

- Enabled homeowner-HOA interaction through designing and building a responsive website for a community of 500 homes
- Increased student/member engagement by redesigning a responsive website for a college-based organization with over 2,000 students
- Improved usability for 1300+ local MUD residents by creating a brand-consistent mobile application for accessing utility resources
- Edited graphics and consulted on usability for an app-building company with over 1,800 clients

### Pond Springs Elementary - RRISD, Austin, TX – 4th/5th Grade Teacher

February 2019 - March 2020

- Fostered strong bonds with students through empathy and understanding to make the best educational and developmental decisions for each individual child in classes of up to 19 students
- Adapted lesson plans to interest and academic levels of 100+ students across different subject matters

### Brushy Creek Elementary - RRISD, Austin, TX – Educational

Assistant/Substitute Teacher

October 2016- January 2019

- Collected, analyzed, and synthesized data to monitor student progress in academic intervention groups of up to 5 students, and communicated with teachers & empathized with students for behavioral intervention
- Received faculty award & recognition for commitment, positive attitude, and willingness to help

### Girl Scouts of Central Texas, Austin, TX – Graphic Design Intern

May 2015 - December 2015

- Revamped deliverables for a girl-centered organization including badge/patch designs, digital and print ads, and event programs
- Designed ad campaign for a local scouting event

## SKILLS

Agile Scrum Methodology  
Branding  
Communication  
Graphic Design  
Empathy  
Information Architecture  
Interaction Design  
Responsive Web Design  
Product Design  
User Experience/UX Design  
User Interface/UI Design  
User Research  
Visual Prototyping  
Visual Design  
Wireframing

## TOOLS

Adobe: Photoshop,  
Illustrator, InDesign  
Adobe XD  
Balsamiq  
G-Suite  
Figma  
InVision  
Microsoft Office  
Miro

## WORKING KNOWLEDGE:

HTML  
CSS  
JavaScript  
Bootstrap  
Webflow  
Wix  
Wordpress

## PROJECTS - For more details, see portfolio ([lindsaysmithcreative.com](https://lindsaysmithcreative.com))

### **Food Fighters Mobile App** – *Project Manager, UX Researcher, UX/UI Designer, Visual Designer*

Food donation prototype app that quickly and efficiently educates restaurant owners about managing food waste by reducing surplus or by providing connections to donate it

- Researched needs, goals, and pain points of current system of food donation from restaurants to food banks in the Austin area
- Prepared and iterated paper wireframes through to high-fidelity clickable prototype over the course of 2 weeks
- Tools: Figma, Miro, FlowMap, Trello, Google Docs/Sheets/Slides

### **National Oceanic & Atmospheric Association Responsive Web Redesign** – *UX Researcher, UX/UI Designer, Visual Designer*

Redesign of the National Oceanic & Atmospheric Association website into a responsive web design with new information architecture, navigation, and layout design

- Performed user testing and accessibility testing to assess changes needed to the original site
- Developed UI style guide and implemented in a high-fidelity prototype
- Tools: Figma, InVision, Miro, Whimsical, Google Docs/Sheets/Slides

### **League of Women Voters Austin Area Responsive Web Redesign** – *Project Manager, UX Researcher, UX/UI Designer*

Responsive redesign of the League of Women Voters Austin Area website including new information architecture, navigation, and layout design

- Conducted qualitative research through user and stakeholder interviews to determine pain points of the current live site
- Implemented new user interaction and experience design in a high-fidelity prototype based on organization brand standards
- Tools: Figma, InVision, Miro, Whimsical, Google Docs/Sheets/Slides

## EDUCATION

### **University of Texas, Austin, TX** – *Certificate in UX/UI Design*

March 2020 - October 2020

Completed with A+

### **Texas State University, San Marcos, TX** – *Master of Arts in Literature*

August 2014 - December 2016

Graduated with 4.0 GPA

### **Texas State University, San Marcos, TX** – *Bachelor of Arts in Mass Communication - Advertising and English*

August 2010 - August 2014

Double majored, graduated Summa Cum Laude with 3.96 GPA