

# Brandi Smetko

UX/UI Designer

847-849-7517  
smetkobc@gmail.com  
Chicago, IL  
[https://www.behance.net/  
brandismetko](https://www.behance.net/brandismetko)

## SUMMARY

UX/UI designer with a background in psychology. Experienced in communicating with a variety of people, identifying problems, and finding simple solutions. Skilled in implementing changes based on feedback to increase usability and satisfaction.

## PROJECTS

### Airbnb Eco-Hub — WWU STUDENT PROJECT 2020

- Worked across an interdisciplinary team that worked with the design lead of Airbnb to collaborate, and develop a hub whose purpose was to increase users' knowledge of their local environment, or based the location of their stay
- Completed research, identifying pain points, wireframing, user flows, and a competitive analysis

### Recipedia — CF STUDENT PROJECT 2021

- Utilized Lean UX to create a simple and easy-to-use recipe application that allows users to browse, search for, and view step-by-step instructions
- Used qualitative and quantitative data to complete a competitive analysis to determine and identify pain points, and common design patterns that users expect when using a recipe application
- Completed wireframes, a style guide, an icon set, prototypes, and hi-fidelity mockups
- Created a responsive design using breakpoints so the app could be used on a mobile phone, tablet, and computer

### Guzzlr — CF STUDENT PROJECT 2022

- Created an application for iOS and Androids that allows users to locate gas stations and EV charging stations, and complete their payment from the application
- Included all gas stations and charging stations to prevent users from managing multiple gas applications
- Designed a gas card and reward system as an incentive to use the application
- Created wireframes, user flows, prototyping, user testing, and hi-fidelity mockups

### Abode — CF STUDENT PROJECT 2022/2023

- Designed a mobile platform that allows users to control home appliances, and helps users manage the amount of energy they use
- Incorporated motion design, and 3D elements
- Defined core brand values
- Created hi-fidelity screens, storyboards, implemented

## UX SKILLS

Information architecture  
Cross-platform experience  
User-centered design  
Usability testing  
Wireframing  
Prototyping  
Responsive web design

## UI SKILLS

Storyboarding  
Interaction flows  
Branding  
Color theory  
Typography  
Style guides  
Mockups

## TOOLS

Sketch  
Adobe After Effects  
InVision

## EDUCATION

### BS in Psychology — Western Washington University

Sept. 2019 - Jun. 2021

### Intro to UI Design — Career Foundry

Oct. 2021 - Nov. 2021

### UI Immersion — Career Foundry

Nov. 2021 - Jul. 2022

### Animation for UI — Career Foundry

Jul. 2022 - Jan. 2023