**Johanna (Joey) Smith** Fairfax, VA | 650.796.4236 | [heyjoeysmith@gmail.com](mailto:heyjoeysmith@gmail.com) | www.heyjoeysmith.com

**CUSTOMER EXPERIENCE**

User Research | Usability Testing | Storyboarding | Information Architecture | Wireframing

Rapid Prototyping | Responsive Design | Visual Design | Inclusive Design

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uick thinker with keen creative instincts, a tireless work ethic and a bias for action. Poised, fluent communicator and presenter; skilled in promoting ideas and generating enthusiasm for the desired outcome. Tenacious problem solver. Resilient team performer with an optimistic nature and a passion for collaboration. Prepared to meet the challenges ahead.

* **Tools**: MS Office Suite, Figma; Adobe XD, Illustrator, Photoshop, InDesign; Rhinoceros, GIS, Revit, HTML, CSS, JavaScript

**UX PROJECT EXPERIENCE**

Conducted two rounds of user research among extended family members and friends to ascertain, address and evaluate user journey, pain points and project outcomes. Expanded detail available at [www.heyjoeysmith.com](http://www.heyjoeysmith.com).

* **Flower Shoppe Mobile App**.User research indicated a preference for targeted, efficient floral selection options. Highlighted premade bouquets for local florist and provided custom tools to hasten item selection.
* **Go-Time Alarm App**.Discovered that users experience significant stress and anxiety around scheduled appointments at prescribed locations. Created a less stressful user experience using existing iOS platform for mobile and tablet screens with integrated map and sharable alarm features personalized to live locations.
* **Got Time? App**. Inspired by personal volunteering experience, developed mobile app in responsive site to connect people desiring to volunteer with nonprofits needing volunteers to work toward the greater social good.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

BA, Architecture concentration, PRINCETON UNIVERSITY, GPA: 3.4, Princeton, NJ, 2020

* Played Division 1 intercollegiate softball in utility role, 2 years.
* Competed on Club Equestrian Team, 2 years, achieving Reserve High-Point Rider, Ivy Equestrian Tournament, 2019.

**UX Design Professional Certificate**,Coursera self-study, 2023

* Introduction to Front-End Development: Fundamentals of Web Development using HTML, CSS, and JavaScript.
* UX Job Readiness, 7 courses including: Research Fundamentals, Inclusive Design, Wireframing, Usability Testing, Low-Fidelity Prototypes High-Fidelity Prototypes, Responsive Design.

**Effectively redirected academic training in architecture to UX.**

**Foundations in Design Thinking Certificate**, Ideo U self-study, 2021

* Ideas to Action and Insights for Innovation: hands-on projects with group interaction and feedback.

**WORK HISTORY**

**Marketing Assistant | Video Producer**

**THE CRACKSMITH, St. Louis, MO** **2022–2023**

Learned the fundamentals of basement foundation crack repair and produced informational videos demonstrating the repair process for residential and industrial applications.

**Architecture and Construction Management Intern**

**PACIFIC PENINSULA GROUP, Menlo Park, CA** **Summer 2019**

Attended job sites to observe and gain insights into the construction process for high-end custom homes known for their architectural aesthetics and elegant interiors. Helped develop floor plans within existing structural plans, material estimates and bids for upcoming projects. Gained hands-on exposure to the architecture, interior design, and project management departments.

**SERVICE LEADERSHIP**

Traveled internationally, developed programming for and coached aspiring athletes at WorldStrides Global Camps, Beijing, China, Summer 2019, and Coach for College, Vị Thùy, Vietnam, Summer 2018.