



joanna smith (she/her)

UI Visual Designer

> **Contact:** joannasmithdesign@gmail.com

> **Portfolio:** www.joannasmithdesign.com

I am a User Interface and Visual Designer with experience in both print and digital media. I have a passion for **user friendly designs** that focus on **simplification** and **accessibility**.

EDUCATION

BFA in Graphic Design

Appalachian State University
Boone, North Carolina

EXPERIENCE

Senior UI & Visual Designer

Lexmark International, Inc.
UI Design & Implementation
2012-Present

Graphic Designer

Lexmark International, Inc.
Print, Packaging, & Hardware Graphics

Graphic Designer

Ann Marie Amico Designs
Print Collateral & Branding

SKILLS

Content Creation

Digital Media
Print Media
UI/UX
Brand Identity
Illustration
Photography

Tech Skills

Adobe CC
Figma
Git
MS Office
HTML & CSS

Processes

Agile • Scrum & Kanban
Spec Writing
Prototyping

Soft Skills

Creativity
Collaboration
Flexibility
Problem-solving
Planning

references available upon request

