

# Dana Smessaert

## UX/UI Designer

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## WORK HISTORY

### UX/UI Designer - The Missing Piece, June 2024 - July 2024

- Collaborate remotely with a multidisciplinary team of six, including designers, developers, and project managers, to design and develop the backend of a B2C application aimed at diagnosing children with autism.
- Redesign UI elements in Figma using auto layout to create responsive designs, the preparation of components for developers, and consistency across different devices and screen sizes.
- Conduct peer reviews of developer designs, cross-reference high-fidelity designs to identify and address bugs, and align design specifications with developer limitations to ensure feasibility and functionality.
- Research and implement design best practices to ensure the application meets W3C accessibility requirements and enhances usability for all users, including those with disabilities.

### UX/UI Designer - Simplebks, June 2023 - May 2024

- Lead a team of five in a remote agile environment to revamp a B2B2C financial dashboard and marketing site, orchestrating and organizing peer reviews of designs and user experiences for comprehensive feedback.
- Engineer an extensive overhaul of the financial dashboard's information architecture, meticulously refining every aspect to ensure intuitive navigation and a seamless user experience tailored to user pain points.
- Develop detailed high-fidelity responsive designs using the set design system tailored for desktop, tablet, and mobile interfaces, prioritizing accessibility and functionality across diverse devices and screen sizes.
- Innovate data visualization techniques, skillfully crafting visually compelling reports that distill complex financial information into easily digestible insights for users' enhanced understanding and engagement.
- Perform thorough competitive analyses to acquire in-depth insights into industry trends and user expectations, effectively guiding strategic decisions and maximizing project outcomes during the redesign process.
- Optimize form intake processes, streamlining user interactions and significantly enhancing operational efficiency to ensure seamless user experiences and increased customer satisfaction.

### UX/UI Designer - Whir, February 2023 - June 2023

- Collaborate remotely with a team of five, utilizing an agile work format, to conceptualize and develop the new design for the B2C mobile application Whir, fostering effective communication and task management in the design process.
- Conduct comprehensive competitive analysis and heuristic evaluation to critically assess features and functionalities of competing brands, gathering insights to inform strategic design decisions and enhance the user experience.
- Redesign the company's logo to reinforce the brand identity and market presence using color theory research to ensure alignment of the brand's colors with its core values and target demographic.
- Engage in iterative design processes to enhance the UI, integrating new features and functionalities to improve user accessibility, streamline navigation, and optimize overall usability, enhancing user satisfaction and retention.
- Develop high-fidelity wireframes detailing user interactions and interface elements, facilitating a clear plan of the application's functionality and user journey providing a foundation for subsequent design and development phases.
- Create a comprehensive style guide encompassing illustrations, icons, components, color palettes, and text styles crafted to maintain visual consistency and coherence across all facets of the Whir brand.

### Artist - Dana Smessaert Studio, January 2013 - June 2024

- Spearhead the end-to-end planning and production of art projects, ensuring seamless workflows, timely completion, adherence to artistic standards, and a cohesive user experience throughout the design process.
- Craft compelling grant proposals and prepare show applications, employing strategic narrative techniques to highlight vision and impact, securing essential funding and exhibition opportunities.
- Evaluate and select works as a juror for multiple exhibitions, utilizing a user-focused approach and ensuring an understanding of composition and design for a cohesive narrative of the exhibition's theme and requirements.
- Mentor emerging artists through portfolio reviews at conferences, providing targeted feedback and actionable guidance to help them refine their visual aesthetics, improve technical skills, and advance their careers.

- Showcase and promote work at venues such as the New York Affordable Art Fair, strategically engaging diverse audiences and driving art sales while establishing representation through galleries.
- Streamline project management as an assistant to a Fulbright-Nehru scholar, organizing digital archives, writing grant applications, and overseeing the execution of major exhibitions focusing on user experience and accessibility.

**Adjunct Instructor** - Multiple Universities, January 2021 - June 2024

- Innovate and refine the curriculum through a thorough analysis of student feedback, incorporating insights to optimize in-person and online courses, fostering an enriched and engaging user learning experience.
- Conduct a comprehensive computer imagery course incorporating UX/UI concepts, where students gain proficiency in Illustrator, Photoshop, and product design, fostering an understanding of digital tools, such as product design.
- Develop assessment strategies that gauge the impact of student work on an online audience, incorporating UX/UI metrics to measure the effectiveness of creative briefs and the creative professional skills in the digital landscape.
- Integrate diverse media and interactive elements into the online curriculum with an immersive digital experience that fosters an understanding of digital imagery and design while catering to the user's needs.

## EDUCATION

Masters of Fine Art in Photography - East Carolina University

Bachelor of Fine Art in Integrated Studio Practice, Minors in Art History & Anthropology - Indiana University Indianapolis

## SKILLS

**Research:** User Research, Survey Design, Interviewing, A/B Testing, Competitive Analysis, Heuristic Evaluation, Qualitative And Quantitative Methods, Empathy Mapping, Persona Development, Design Research, Site Mapping, Affinity Mapping, UX Research, User Feedback, User Requirements, Ethnographic Studies, Usability Testing, Journey Mapping

**Design:** Design Thinking, Color Theory, Typography, Conceptual Design, Interaction Design, Information Architecture, Icon Design, Wireframing, Illustration Design, Prototyping, User Interface, Usability Testing, Mobile Application Design, UI Design, Responsive Design, UX Design, Peer Reviews, Design Systems, Accessibility Design, Developer Handoff

**Tools:** Figma, Figjam, Google Suite, Microsoft Suite, Adobe Creative Suite, Miro, Milanote, Zoom, Slack, Trello, Jira, DocuSign, Google Analytics, InVision

**Soft:** Emotional Intelligence, Attention To Detail, Constructive Feedback, Adaptability, Positive Attitude, Critical Thinking, Creative Problem Solving, Empathy, Inquisitiveness, Collaboration, Communication, Time Management, Leadership, Communication Skill, Cross-Functional Collaboration, User Advocacy, Mentoring, Stakeholder Management