BARRY SMYTH - UX / UI DESIGNER / New York / 347.684.2003

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PROFILE

I am a UX/UI Designer with a background in Hospitality, and a Bachelor's Degree in Visual Communication specializing in Graphic Design and Marketing. Throughout my professional career I've been focused on creating user-centered experiences within safe and fun environments.

EXPERIENCE

DESIGN CONSULTANT
VARIOUS CLIENTS 2006 - 2020
- User Experience Design
- User Research & Synthesis
- Corporate Identity and Brand Development
- Copywriting, Editing and Layout Design
- Illustration, 3D Modeling and Typography

CREATIVE DIRECTOR 2012 - 2020
Broadwater & Pearl Assosicates, New York City
Fraunces Tavern Restuarant, Bar & Museum
Lovelace, Gin and Cocktail Bar
Porterhouse Brew Co. Bar NYC
- Designed print menus, POS, & marketing materials
- Curated Craft Beer & Cocktails, Wine & Whiskey
- Consistently increased revenue year on year

HOSPITALITY
SENIOR BARTENDER 1996 - 2006
Senior Bartender, Ireland & England.

RETAIL SALES 1998 - 2000 & 2010 - 2011
Prescription Eyewear, Ireland, England & Canada.

EDUCATION

UXDI IMMERSIVE
GeneralAssembly, NewYork, NY
Graduated with a Fellowship on UX Design
- Designed responsive, user-centric products for web and iOS.
- User Research
- Design Studio

BA (HONORS) IN VISUAL COMMUNICATIONS
Athlone Institute of Technology, Ireland
Graduated with First Class Honors, 2010
- Major in Typography & Information Design.
- Minor in Marketing & Communication.

EXPERTISE

Design
Website & App Design, Print Design
Wire-framing & Prototyping

Research
User Research / Affinity Mapping
Usability Testing / Card Sorting

Analysis
Heuristic Evaluation
Competitive & Comparative

Project Management
Productivity / Planning /
Group Dynamics

HARD SKILLS

Collaborative Interface Design
Figma / MIRO / InVision

Design & Prototyping
Adobe Illustrator & XD
InVision / Sketch

Developer Handoff
Zeplin

Design Layout Tools
Adobe InDesign

Presentation Tools
Keynote / Powerpoint

SOFT SKILLS

Communication, Problem Solving, Teamwork, Work Ethic.

PHILANTHROPY

Pro Bono Design Work
Businesses Affected by COVID-19

Back On My Feet
NYC Half Marathon Fundraiser

Irish Concern
Annual Central Park 5K Fundraiser