CHARLIE SMITH
Design & Strategy

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Design Experience

Ford Motor Company

Product Designer   2021 - Present

Leading a cross-functional design team across desktop and mobile to create VIIZR, a SaaS for small businesses in the trades.

- Leading the product design team for desktop feature enhancements, creating user flows, wireframes, and hi-fi designs
- Project managing the mobile design team overseeing information architecture, interaction design, UI exploration, and Agile development cycles
- Conducting research sessions with beta users, translating their feedback into immediate product enhancements and future roadmap
- Working closely with PMs and Dev leaders to communicate user needs, understand technical constraints, and define sprint stories

Product Growth Designer   2021

Contributed to user experience design and user research focused on developing new features in a software product for SMBs in the trades.

- Led interaction design and user flow concepts for the mobile product
- Ideated and designed hi-fi mocks for future desktop product features
- Documented information architecture, user flows, and journey maps
- Moderated interviews, conducted usability studies, created surveys
- Synthesized findings, shared as reports and presentations to stakeholders

PayScale

Product Designer   2021

Worked on the design team focused on PayScale's enterprise products, SaaS for compensation professionals.

- Designed the user experience for working with complex data sets
- Conducted user research with enterprise clients
- Delivered hi-fi mock-ups, prototypes, and user flows

We Are Royale

User Experience Designer   2020

Lead UX Designer for the client's mobile augmented reality game, focusing on game mechanics, interaction, and user flow.

- Mapped game flow and storytelling for level design
- Designed wireframes and interaction models for the in-game experience
- Managed the copy deck with the client for game screens and promo website

Sub Pop Records

User Experience Designer   2019

Led design strategy for Sub Pop's web store. Provided research-based recommendations for the company's move to the Shopify platform.

- Conducted user research focused on mental models of shoppers
- Designed an intuitive filter-based search and browse experience
- Presented a report detailing key findings and design recommendations

Education

School of Visual Concepts
UX Design Certificate   2019
Course track including: User Research, IxD, Information Architecture, Capstone Project

Cornish College of the Arts
Bachelor of Music   2002
Majors: Jazz Piano and Composition

Skills

Human-Centered Design
User Experience Design
Product Strategy
User Research
Information Architecture
User Flows
Wireframing
Prototyping
Interaction Design
Usability Testing
Team Leadership
Project Management
Creative Thinking

Tools

Figma
Sketch
Adobe Photoshop
InVision
Optimal Workshop
UserTesting.com
UserZoom.com
Survey Monkey
Jira
Pro Tools
DaVinci Resolve

Media Experience

Bart Radio/Studio Nels

Music Composer/Producer   2009 - 2018

Created original compositions for TV and radio advertising. Led all aspects of a recording production.

- Fast-paced agency work for Volvo, Taco Bell, Progressive, more
- Produced recoding sessions, performed as an instrumentalist