

James Smith  
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## *Summary*

I am a User Experience Designer with over 8 years of experience. I focus on research and data, to create delightful experiences that are user-centric.

## *Special Skills*

- Conducting user research and overseeing both implementation and usability testing throughout the life of a product.
- Sketch, Flinto, Adobe Photoshop, InDesign, Illustrator, Axure, Invision, Zurb Notable, Edge Animate, Omnigraffle, Lucid Charts, Visio.
- Experience in HTML5, CSS3, Wordpress, jQuery, jQuery Mobile, jQuery UI, LESS, GitHub, Bitbucket.
- Experience in Responsive web frameworks such as Twitter Bootstrap and Zurb Foundation.

## *Employment*

May 2016 - Present - *AutoGravity*

### ***Lead UX Designer***

- Launched iOS, Android, and Web apps for AutoGravity
- Oversee all UX Design and Research for iOS, Android and Web applications
- Work closely with Product and main stakeholders to prioritize key features based on user research
- Helped launch white labels, including Fletcher Jones with Inventory
- Plan research schedule in parallel with agile development environment
- Delivered functional prototypes for new inventory, trim configuration, and leasing options

January 2014 - May 2016 - *Evisions*

### ***UX Manager***

- Oversee all UX Research and Design
- Conduct user research to understand needs and plan for upcoming functionality in product.
- Work with Product Owner to write user stories based on business needs and roadmap
- Conduct both moderated, and unmoderated user testing for new designs early on
- Created "Living Style Guide", which is a framework built with front-end team and Semantic UI for all products.
- Completed full redesign of IRB research product to great reviews from customers.

August 2014 - January - *Fjord (Design and Innovation from Accenture) Los Angeles, CA*

**Senior Interaction Designer**

- Conduct stakeholder meetings during discovery phase to find top pain points and goals of project.
- Use personas, user flows, customer journeys and wireframes to tell stories through design.
- Build interactive prototypes and specifications documents for optimal implementation process.

March 2013 - August 2014 - *Entrepreneur Magazine , Irvine, CA*

**Lead UX Designer**

- Work with VP and Director to make UX and new feature decisions to add to the product roadmap.
- Conduct user research, rapid prototyping and usability testing for all new site ideas.
- Put together clickable prototypes and specifications documents for optimal implementation process.

May 2009 - March 2013 - *TLF Graphics (Zumula.com), Rochester, NY*

**UI/UX Designer**

- Created easy web2print CMS sites for different industries such as Wineries, Wedding planners and more based on our complete OpenCart solution..
- Designed layouts for web service clients in Photoshop and Fireworks and coded front-end for sites that included Opencart and Magento.
- Worked with Web2Print application providers to integrate into our web services to provide a complete web2print ECommerce solution for clients.

*Contract Work*

January 2012- 2015 - *BSquare Web*

**Frontend Developer**

- Translating web designs and wireframes into full responsive Wordpress and OpenCart sites
- Testing and debugging cross platform compatibility issues
- Making UX/UI recommendations to improve the experience overall for the user.

*Education*

- Nielson Norman Group

**UX Master's Certification - 2016**

- Roberts Wesleyan College

**Bachelor's of Science in Organizational Management - 2011**