Whitney Smith

Simplifying complexity and providing data-driven results through design.

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Education

12-Week Intensive Certificate
Front-End Engineering | October 2016
The Iron Yard | St. Petersburg, FL

B.S. in Communications
Advertising, Minor in Art | May 2010
Florida International University | Miami, FL

Work Experience

Lead UX Architect

January 2023 - Current | **Red Rover Moving and Storage** | Tampa, FL

- Redesigned quote and reservation system (Figma) to include new product and service features, as well as to meet UX best practices and standards for all devices.
- Designed portal (Figma) for customer and concierge account management of moving and storage services.

UX Architect / Senior UX Architect

October 2019 - January 2023 | **Ashley Furniture Industries** | Tampa, FL

- Redesigned Product Detail Page (Figma) based on research and testing, as well as industry best practices, provided high-fidelity wires and prototypes to stakeholders, product owners and developers.
- Presented and conducted observational research of the transaction process to optimize store associate software and other store processes.
- Redesigned Cart (Axure) providing thorough and simplified solutions to complex business requirements.
- Optimized Blog to increase page speed, improve design consistency and better SEO value in collaboration with the Social Media Management team.

Product / UX Designer

October 2019 - August 2012 | **Telepathy Labs** | Tampa, FL

- Created high-fidelity visual designs (Sketch) for mobile and web applications, such as heavy equipment configurator and data management tool.
- Provided visual and Gherkin Syntax interaction specifications for communication across time-zones and automated QA testing.
- Worked in close collaboration with engineers in Singapore and Zurich.
- Wrote copy and dialog flows for Natural Language Generation
- Conducted research and managed Beta Testing process
- Managed project planning, assets and files

Web Developer and Designer
April 2017 - May 2018 | **Oglethorpe, Inc** | Tampa, FL

- Designed, developed and managed a WordPress Multi-site network of hospital sites and a healthcare blog
- Created custom PHP forms with CRM API integration
- Created and managed email marketing campaigns
- Utilized structured data, Search Console, Tag Manager, AMP pages for improved speed and ranking
- Created web and print graphics

Interface Designer (Front-End Developer)
October 2016 - January 2017 | **Mercury New Media** | Tampa, FL

- Designed and developed the front-end of educational software for multiple devices, states and user roles
- Developed the front-end of Orchard .Net and React sites
- Read functional test results and fixed errors to run sites through the QA pipeline.

User Interface Designer / Developer
June 2014 - July 2016 | **Regenerative Medicine Solutions** | Tampa, FL

- Designed, developed and managed WordPress websites and digital style guide
- Created landing pages with lead sources tracked by UTM codes and dynamic phone numbers
- Obtained data through use of demographic and keyword research, heat mapping, A/B testing, Screaming Frog and Google Analytics to improve user experience and conversions
- Prepared daily report on month to date marketing spend with all leads, qualified leads and sales according to source
- Managed email marketing, extensively tested designs with popular mail clients
- Implemented SEO best practices and SEM campaigns

Freelance Designer and Developer
August 2012 - June 2014 | **Gallery Wrapped Design** | Remote

- Designed, developed and managed WordPress websites, as well as print, digital and email marketing
- Worked with client vision and art to create designs for manufactured products, such as fabrics and home goods.

Marketing Coordinator (Designer / Developer)
May 2010 - August 2012| **Thomasville Center for the Arts** | Thomasville, GA

- Assisted in the fulfillment of the strategic plan and the Center's transition to a new brand identity
- Designed and developed WordPress websites and email marketing
- Designed print collateral, signage and presentations
- Managed marketing schedule and relationships with media outlets and print vendors