Whitney Smith

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Experience

Senior UX Researcher and Designer
April 2024 - Present | **Staples Promotional Products** | Remote

- UX audited corporate merchandise sites for Fortune 500 clients. **Resulted in +8.67% conversion, orders +10% and revenue +16.5% (while sessions grew only +0.78%) over Q1 - Q3. Recommended search and filtering functionality enhancements delivered the biggest lifts.**
- Conducted unmoderated think-out-loud task-based user tests and surveys, as well as internal focus groups.
- Designed new information architecture and navigation. **A/B test resulted in +17% revenue and +15% conversion.**
- Designed additional functionality for product customization, such as artwork upload and selection, artwork resize, move and remove, selecting multiple decoration locations and logos, and adding text.

Independent Contractor (UX / Information Architecture)
October 2023 - January 2024 | **Contracts: Moore and Stella Automotive AI** | Remote

- Provided site-map, navigation, competitive research and low-fidelity wireframes for a non-profit client.
- Designed high-fidelity wireframes for automotive dealerships to view and manage calls, caller data and appointments handled by the virtual agent.

Lead UX Architect
January 2023 - October 2023 | **Red Rover Moving and Storage** | Tampa, FL

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

Senior UX Architect
September 2021 - January 2023 | **Ashley Furniture Industries** | Tampa, FL

- Created and advocated with high-fidelity wires and prototypes of new Product Detail Page based on research and testing, as well as industry best practices.
- Created designs for Product Detail Page projects, such as sectional configurator and monogramming.
- Conducted and presented observational research of the transaction process to optimize store associate software and other store processes.

UX Architect
October 2019 - September 2021 | **Ashley Furniture Industries** | Tampa, FL

- Designed Cart to include multiple delivery options, backorder information and for sharing between retail stores and ecommerce.
- Designed auto-suggest search.
- Optimized Blog to increase page speed, improve design consistency and provide better SEO value in collaboration with the social media management team.

Product Designer (UX)
May 2018 - October 2019 | **Telepathy Labs** | Tampa, FL

- Created high-fidelity wires and prototypes for a heavy equipment parts configurator tablet app to expedite the quoting process for sales associates and a data management desktop app for clients to configure their app data.
- Provided red-line and Gherkin Syntax interaction specifications for communication across time-zones and automated QA testing.
- Wrote copy and dialog flows for Natural Language Processing team.
- Conducted research and managed the beta testing process.

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

- Designed and developed a network of websites for mental hospitals and rehabilitation centers, a healthcare blog and email marketing.
- Created custom PHP forms with CRM API integration.
- Used Structured Data, Search Console, Tag Manager and AMP pages for improved speed and ranking.

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

- Designed and developed educational training software with multiple devices, states and user roles for a large pharmaceutical client.
- 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 and developed websites, digital style guide and email marketing
- Created landing pages with lead sources tracked by UTM parameters and DNI call tracking.
- Prepared daily report on month to date marketing spend and sales results by lead source.
- Improved conversion with a variety of research methods, site analysis and A/B testing.

Independent Contractor (Design / Development)
August 2012 - June 2014 | **Gallery Wrapped Design |** Remote

- Designed and developed websites, print and digital marketing, 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 Center's transition to a new brand identity.
- Designed and developed websites, email marketing, print collateral, signage and presentations for the Thomasville Center for the Arts, Thomasville Artists Collective and the Plantation Wildlife Arts Festival.
- Managed marketing schedule and relationships with media outlets and print vendors.

Education

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

- Curriculum included Terminal, Git, HTML, CSS / SASS, JavaScript, React, NPM
- Final project a React application using geolocation and the haversine formula to search for parks according to distance and keywords.

Bachelors of Science in Communications - Advertising, Minor in Art
May 2010 | **Florida International University** | Miami, FL

- Curriculum included writing and editing to Associated Press Style standards, advertising research, graphic design, video and sound Editing, web design, presentations and drawing.
- Worked as Resident Assistant, planned educational events and managed floor or building in apartment complexes. On-call emergency management and conflict resolution for the entire complex.

Service

Nominated Member of Vision Team - 10 Year Strategic Planning
January 2018 - December 2018 | **Hyde Park United Methodist** | Tampa, FL

- Worked in a 12-person team to gather demographic information on geographic area and engagement by over 2,000 church members.
- Interviewed over 200 people in open invitation focus groups and distilled answers from over 700 survey respondents.
- Presented research findings and recommendations for improvement.