LOGAN SMITHSON

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Austin, TX

════ EXPERIENCE ════

UX DESIGNER   Austin, TX
Texas Natural Resources Information System   September 2020 – present

- Design and develop applications that allow the public to access and interact with geospatial data for the state of Texas.
- Lead team activities such as: ideation, creation of personas and customer journeys, workshop facilitation, research, testing, wireframing, and prototyping, using design thinking methodologies.
- Develop and maintain applications using HTML, CSS, and Javascript skills.
- Present and justify designs and key milestone deliverables to peers and stakeholders, using data to drive decision-making.

UX/UI BOOT CAMP TEACHING ASSISTANT   Austin, TX
University of Texas at Austin   July 2020 – present

- Help teach students user experience and user interface design concepts, provide coaching, and facilitate real-world activities and projects with the goal of helping a next generation of UX designers.

UX DESIGNER   Austin, TX
Freelance   March 2020 – September 2020

- Designed and prototyped a 3D community building platform (Septrio), tailoring the user experience for unique personas across web and mobile versions. Collaborated with Unity developers in an agile environment to continuously design, test, and iterate.
- Evaluated Phixel (geographic resource management application) across all platforms, recommending user experience enhancements and designing new screens to implement these ideas.
- Performed usability testing for BalanceViewer's budgeting app, analyzing user observations to recommend areas for improving the user experience.
- Improved WacoBox's core website functionality by fixing navigation issues and replacing vague objectives with clear calls to action, lowering page-abandonment rate by 14% and improving conversion rate by 6%.

LEAD DEVELOPMENT CONSULTANT   Austin, TX
Oracle   July 2019 - March 2020

- Discovered and qualified leads through campaigns targeting front office and back office applications.
- Followed up with customers expressing interest in Oracle applications, responding to demo requests, RFI/RFPs, renewals, technical questions, general inquiries, and more.
- Served as the first contact for customers utilizing Oracle's inbound phone/chat channel, responding to a wide range of inquiries regarding Oracle solutions.
- Hosted discovery calls with customers to understand business needs and identify which Oracle application(s) were a fit for each unique use case.
- Collaborated with assigned account representatives on account strategy and demand generation activities to progress through the sales cycle for a successful close.
- Nurtured relationships with a range of customers, from technical decision makers to executive business decision makers and delivered customer-facing demonstrations to highlight product functionality and identify customer needs.
- Quota Attainment: FY19Q2 195.5%, FY19Q3 190.9%, FY19Q4 236.0% FY20Q1 265.9%, FY20Q2 168.4%

════ EDUCATION ════

INDIANA UNIVERSITY, KELLEY SCHOOL OF BUSINESS   Bloomington, IN
Bachelor of Science in Marketing   May 2018