

# Cameren Smith

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## SUMMARY

Product leader with deep experience owning UI/UX design, core systems, and quality standards across web and mobile applications. Proven track record of partnering with engineering to ship polished, conversion-driven experiences, leveraging user psychology, behavioral analytics, and rapid iteration to remove friction and drive successful teams. Passionate about visual craft, experimentation, and building products that feel intuitive and respect the users time.

## EXPERIENCE

### Digital Experience Leader

**Mothers to Daughters 501(c)(3)**

November 2025 - Present

- Leading development of a M2D **platform ecosystem** and accompanying **mobile app** which includes **mentor/mentee dashboard, and donor portal**.
- Led content migration from Wix to **Next.js** on GitHub Pages with robust automated QA testing.
- Implemented a design system, harmonizing design and development while **modernizing all brand assets and marketing materials**, removing **500+ lines of redundant / dead Wix code** and standardizing calls to action.
- Integrated **Google Tag Manager** incorporating **Microsoft Clarity and Google Analytics**, translating behavioral insights into UX improvements and roadmap priorities.
- Introduced delivery structure (**RACI, kanban, ownership**) to support sustainable contribution for volunteers. across contributors.
- Drafted **KPI-driven** digital roadmap targeting **5000+ monthly visits** and a **100K-user community by 2035**.

### Product Manager, Platform Experience

**Simpson Strong-Tie**

October 2022 - October 2025, Remote

- Led end-to-end research, development and design of **Strong-Tie Unified Design System (STUDS)**, improving **design-to-development handoff speed by 20%** and **reducing code bloat by up to 30%** through scalable React and C# components with **design tokens**.
- Owned the **Platform Experience vision**, defining initial SaaS platform standards by benchmarking competitors and deploying **STUDS UI and migration guidelines** for **25+ desktop/web/mobile applications**.
- Led development of backend **shared services** and **APIs** including, **authentication (auth0)**, and **identity & access management**.
- Used **AI Assistants** to in **Jira** using **MoSCoW and DEEP methods**, ensuring delivery of **high-impact platform features** aligned to the **Jobs-To-Be-Done (JTBD) framework**.
- Partnered with **org-wide designers and researchers** to conduct and document paid **SUS surveys, A/B tests, NPS, CSAT** and other metrics, driving data-informed UI/UX improvements.
- Developed **AI Search** feature in STUDS Documentation, the basis for **Platform AI-Assist**.

### Customer Success Manager

**Soar**

December 2021 - September 2022, Remote

- Managed a book of **20+ customer accounts (ACV \$5K–6K)** in **HubSpot CRM**, tracking metrics such as **TTFV, Engagement, CSAT, NPS**, and **adoption** to ensure healthy alignment between Soar products and customers.
- Led onboarding and analytics training for small businesses and creators, helping them **integrate data tools, optimize their Soar dashboard, and navigate tutorials**.
- Conducted **proactive value reviews** to drive renewals and upsells, **reducing churn by 18% in Q1** and **generating 10+ referrals with 25% new customer growth in Q2**.

### Customer Success Engineer

**XL.net**

September 2021 - December 2021, Remote

- Partnered with Salesforce and Client Support teams to identify recurring client issues, driving SPA and platform stability fixes.
- Consolidated customer inquiries and pain points into a centralized Confluence repository; advised team on pressing issues to reduce inbound support volume by ~ 15%.

## EDUCATION

### Bachelor's in Management Information Systems

University of Wisconsin-Milwaukee • Milwaukee, WI • 2015

- International Business Certificate

## CERTIFICATIONS

## **AI for Product Management**

Pendo.io • 2025

## **Professional Scrum Product Owner II**

scrum.org • 2024

## **Professional Scrum with User Experience**

scrum.org • 2023

## **Certified Jira Administrator ACP-120**

Atlassian • 2022

## **ICAgile Team Facilitator**

ICAgile • 2022

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## **SKILLS**

Skills: Product Design, JavaScript, TypeScript, React, Node.js, Python, CI/CD, PowerBI, Tableau, Figma, Jira, Confluence, Agile Scrum, PRDs, RACI, QA, Salesforce, HubSpot, MBRs, QBRs, CSAT, SUS, NPS, GA4, CrazyEgg, Excel, PowerPoint, Mass Communication

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