

Ilesha Smith

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Experience

Teladoc • Senior Product Designer

- Oct 2021 - Present
- Create IA artifacts, journey maps, and UI (web & mobile) to map experiences, investigate UX improvements, and ship products
 - Facilitate workshops with dev and product team
 - Optimize internal workflows for design team
 - Apply best practices for accessibility and inclusive design
 - Provide support for multiple dev teams

Superformula • Product Designer

- Sep 2019 - Sep 2021
- Took ownership of design projects for our clients from end to end
 - Worked hands-on to build robust design systems in Figma
 - Partnered with research to strategize and execute usability studies
 - Supported multiple engineering teams as designs are executed

Diasyst • Lead Designer

- Jun 2018 - Sep 2019
- Created and launched new features for existing application
 - Maintained design system for web and mobile
 - Created and maintained comprehensive design documentation as SSOT for our entire product team
 - Executed Design QA tasks for each release cycle

Diasyst • Product Designer

- Jan 2016 - Jun 2018
- Worked closely with VP of design to ship product from concept to market
 - Created and maintained over 100+ user stories and flows for MVP
 - Designed prototypes to demonstrate complex SaaS workflows
 - Supported developer efforts throughout each sprint

The Coca-Cola Company • UX Designer

- Apr 2015 - Dec 2015
- Conducted usability studies on various products to gather data
 - Performed front end web development on internal web projects

Skills	UX Design	Software	Web Design
	IA	Figma	HTML
	Prototyping	Affinity Designer	CSS
	Wireframing	Zeplin	Javascript
	Visual Design	Rive	
	Design systems	Sketch	
	Illustration	Adobe creative suite	

Education

BA in New Media Arts • Kennesaw State University
Class of 2014