Iesha Smith

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404.348.674

Atlanta, GA

Experience

Superformula • Product Designer

Sep 2019 – Present

- Took ownership of design projects for our clients from end to end
- Partnered with researchers to gather feedback
- Supported multiple engineering teams

Diasyst • Lead Designer

Jun 2018 – Sep 2019

- Created and launched new features for existing application
- Maintained design system for web and mobile
- Created comprehensive design documentation for dev hand-off
- Executed Design QA tasks for each release cycle

Diasyst • Product Designer

Jan 2016 – Jun 2018

- 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/UI Design	Software	Web Design
Journey Mapping	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