

Nathan Smith

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SUMMARY

Graduate student specializing in User-Centered Design with a foundation in Management Information Systems. Passionate about leveraging mixed-methods research and data analysis to uncover user needs and drive data-informed product decisions. Eager to apply analytical skills to create intuitive, user-centric experiences.

SKILLS

User Research: User Interviews, Surveys, Usability Testing, Heuristic Evaluation, Personas, Journey Mapping

Tools: Figma, Tableau, Microsoft Suite, Google Suite, Obsidian

Technical: HTML, CSS, JavaScript

EXPERIENCE

Director of Development

Jan. 2024 – Jun. 2024

WVFS Tallahassee

Tallahassee, FL

- Led community outreach initiatives to understand supporter needs and motivations.
- Managed project timelines and coordinated team efforts for fundraising campaigns.
- Led the department to a record amount of funding via community outreach.

Guest Experience Associate

2022 – Present

Target Corporation

Tallahassee, FL

- Identified guest pain points and needs through daily engagement to provide effective solutions.
- Improved the customer journey by identifying and resolving complex issues through active listening.
- Observed guest behaviors to identify friction points in the physical retail environment.

CASE STUDIES

FSU P2P Tech Marketplace Research

2025

- Led a mixed-methods research study to understand FSU student needs and pain points regarding P2P.
- Synthesized qualitative and quantitative data to identify key themes around trust, safety, and convenience.
- Generated data-driven recommendations for features and user flows for a potential P2P marketplace concept.

Student Wellness Data Analysis

2023

- Analyzed student survey data to investigate correlations between sleep patterns and stress levels.
- Utilized Excel for data cleaning, Tableau for analysis and visualization.
- Presented key findings and visualizations illustrating significant relationships within the dataset.

EDUCATION

M.S. in Information Technology (User-Centered Design)

Aug. 2025 – Dec. 2026

Florida State University

Tallahassee, FL

B.S. in Management Information Systems

Aug. 2023 – May 2025

Florida State University

Tallahassee, FL

CERTIFICATIONS

Google UX Design Professional Certificate

In Progress

Microsoft Office Specialist: Excel Associate

Nov. 2023