Nathan Smith

nathan@nthsm.com | in/nthsm | nthsm.com

SUMMARY

User-Centered Design master's student with a deep passion for fantasy sports and connecting communities. Skilled in bridging the gap between user research and product design. Seeking to leverage experience in Python-based sentiment analysis, usability testing, and high-fidelity prototyping to craft intuitive social experiences at Sleeper.

SKILLS

Design: Product Design, Wireframing, Prototyping, Design Systems, Accessibility
Research: Usability Testing (Remote & In-Person), Heuristic Evaluation, Benchmarking, Sentiment Analysis
Tools & Data: Figma, Python, SQL, Tableau

EXPERIENCE

Director of Development   2024 – 2024
WVFS Tallahassee   *Tallahassee, FL*

- Led community outreach initiatives to understand supporter needs and motivations, directly informing fundraising strategy.
- Managed project timelines and coordinated team efforts in a fast-paced environment to execute campaigns.
- Collaborated with cross-functional teams to secure a record amount of funding via data-driven outreach.

Guest Experience Associate   2022 – Present
Target Corporation   *Tallahassee, FL*

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

CASE STUDIES

Sleeper Mobile App Redesign | *User Research & Prototyping*   2025

- Spearheaded a mixed-methods study benchmarking Sleeper's social features, focusing on messaging architecture friction.
- Engineered a Python-based sentiment analysis pipeline using the Reddit API to quantify user frustration.
- Designed high-fidelity mockups in Figma for a new "Messaging Hub" and "Social Card."
- Synthesized qualitative insights from usability testing (N=7) to propose data-driven features that restore the platform's social promise.

"It's Meow or Never" Website | *User Research & Prototyping*   2025

- Led end-to-end research for a non-profit, utilizing heuristic evaluation and usability testing to challenge initial assumptions.
- Pivoted from a full redesign to targeted, high-impact accessibility and content strategy improvements based on user data.
- Designed and prototyped a responsive adoption flow in Figma, directly addressing the #1 user pain point found in research.
- Optimized color contrast for WCAG AA compliance and streamlined the homepage information architecture.

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