

Nathan Smith

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

SUMMARY

A graduate student and aspiring Experience Designer with a passion for building intuitive and user-centered products. Currently developing a portfolio of projects focused on community engagement and mobile-first design.

SKILLS

UX: Wireframing, Prototyping, User Research, Personas, Storyboards, Accessibility (WCAG)

Tools: Figma, Google Suite, Office Suite, Obsidian

Development: HTML, CSS, JavaScript

EXPERIENCE

Freelance UX Designer

2025 – Present

Self-Employed

Remote

- Conducting user research to define needs and create wireframes and high-fidelity prototypes.
- Designing responsive, mobile-first solutions to solve user problems and achieve strategic goals.
- Developing a UX portfolio with projects including a P2P marketplace and a nonprofit redesign.

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 resolving complex guest issues through active listening.
- Observed guest behaviors to identify friction points in the physical retail environment.

SELECTED PROJECTS

It's Meow or Never

2025

- Initiated a pro bono website redesign for a local nonprofit to streamline adoption and donations.
- Evaluating the existing site via heuristic analysis to prioritize key UX and UI improvements.
- Defining project goals for a modern, responsive design to support the organization's mission.

Circuit Source

2025

- Designing a conceptual P2P marketplace for the FSU community to safely trade tech gear.
- Validating the concept and defining user needs via surveys and interviews with FSU students.
- Defining core user flows for a mobile-first app that prioritizes trust through university verification.

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