

Scott Smith

Health Care and Finance UX Leader

About Me

Accomplished UX and Product Design Leader with 20+ years of experience transforming complex systems into elegant, scalable experiences in healthcare, insurance, and financial services. Adept at creating and maintaining comprehensive design systems across web and native platforms, I lead distributed, cross-functional teams to deliver intuitive, user-centered solutions that empower healthcare providers and improve patient outcomes. Passionate about leveraging innovative technologies—including AI—to drive design excellence and delight users.

I understand how to make the complexities of health care and finance easier for customers to navigate and digest, and I know how to turn research insights into persuasive, profitable, or just more enjoyable customer experiences.

I am a passionate advocate for the user. My training in research, clinical, and consumer psychology allows me to deeply empathize with clients, customers, and colleagues, as well as provide constructive guidance in product strategy and roadmap discussions with C-suite executives.

CORE COMPETENCIES

- **Healthcare and Fintech Product Design & Strategy:** Deep expertise in designing intuitive healthcare, finance and insurance interfaces that simplify complex workflows.
- **Design Systems & Cross-Platform UX:** Proven ability to build, maintain, and scale design systems using tools such as Figma, Sketch, InVision, and Adobe XD.
- **End-to-End UX Process:** From user research and rapid prototyping to final delivery, ensuring intuitive, persuasive, profitable experiences.
- **Agile Collaboration & Leadership:** Skilled in mentoring teams, facilitating design sprints, and working closely with product, engineering, and marketing to shape strategic vision.
- **User-Centered Design & Accessibility:** Strong advocate for accessible design, with an emphasis on universal usability and compliance in regulated industries.
- **Get-It Done Attitude:** I roll up my sleeves and will work nights and weekends alongside my team to solve problems and deliver results. I'm a dedicated player-coach.

Professional Experience

Vice President, User Experience Research & Design

Pascal Metrics, Remote (2017 – present)

- **Healthcare-Focused Innovation:** Lead a remote UX team delivering sophisticated patient safety and medical malpractice risk management applications that reduce adverse event frequency and severity, improve healthcare outcomes, and substantially reduce risk associated with medical malpractice.
- **Design Systems Implementation:** Developed and implemented a comprehensive design system with reusable components, streamlining development and ensuring consistency across our healthcare applications and user groups.
- **AI-Driven Solutions:** Designed and prototyped an AI-assisted adverse event reporting tool that simplifies complex data entry for frontline healthcare workers—securing executive buy-in for future innovations.
- **Cross-Functional Collaboration:** Work closely with engineering, product, and executive teams to define product vision and roadmap in a highly regulated environment.

Founder & Developer (Independent Project, Web3 & AI-driven SaaS)

PFL Forms (pfldrf.com) Racing Form Generation Application (2022 – Present)

- This fully autonomous application ingests website and API data, stores it in a PostgreSQL database, and dynamically publishes race handicapping forms visually styled to mirror the Daily Racing Form (the real-world equivalent product horse race handicappers know and love).
- Recognized by the CEO of Third Time Entertainment and Photo Finish Live, who personally created an API to integrate with the application after seeing its value to the player community.

Director, User Experience Research & Design

The Advisory Board Company, Washington, DC / Remote (2010 – 2017)

- **Healthcare Systems Leadership:** Directed a distributed team delivering critical healthcare products—including contract management, payment integrity analytics, and bundled payment solutions—ensuring accessible and high-quality user experiences.
- **Unified Design Language:** Championed the creation of a cohesive design system that streamlined workflows and enhanced usability across multiple healthcare platforms.
- **Iterative Design Improvements:** Collaborated with cross-functional teams to integrate UX research, refining designs to meet strict regulatory standards and user needs.

Senior User Experience Designer

BlueCross BlueShield of North Carolina, Durham, NC / Remote (2005 – 2010)

- **Award-Winning Design:** Led UX research, design, and testing for large-scale B2C and B2B healthcare projects, earning the Outstanding Achievement Award - Insurance (Interactive Media Awards 2010) for an innovative Get A Quote and Buy Online web application redesign.
- **Design Guidelines Development:** Established integrated design guidelines and component libraries that ensured consistency and ease-of-use across various healthcare interfaces.
- **Collaborative Execution:** Partnered with marketing and engineering teams to enhance user engagement and drive adoption.

(Earlier roles further honed my skills in usability testing, observational research, and quantitative analysis, working with organizations such as GoDaddy, The Hartford Financial Services Group, and Usability Sciences Corporation.)

Education

M.A. Clinical Psychology

Arizona School of Professional Psychology, Phoenix, AZ

** V.P. Student Council*

B.A. Psychology

University of Rochester, Rochester, NY

** Graduated with Honors*

Workshops & Speaking Engagements

“Persuasion by Design”

Workshop for UX professionals and product managers on ways to influence user behavior through UX design

“Tell Me More About That – Conducting Effective Product Discovery Interviews”

Workshop for UX professionals and product managers on interview techniques and best practices

“Usability Engineering 101 - Making things easy for people to use isn’t easy.”

Invited speaker for North Carolina State University Minorities in Engineering program.

Groups & Affiliations

- Usability Professionals Association
- Society for Consumer Psychology
- North American Mensa