Wesley Smith

UX Leader. Marketer. Entrepreneur.
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Skills

Research
Experiment Design
Survey Design
Heuristic Evaluation
Contextual Inquiry
Affinity Mapping
Competitive Analysis
Task Analysis
Persona Development
Competitive Analysis
Six Sigma Yellow Belt/ Lean Six Sigma

Design
Wireframing
Storyboarding
Paper Prototyping
Low-Fidelity Prototyping
High-Fidelity Prototyping
Persuasion, Emotion & Trust Design
Information Visualization

Testing
Formal Usability Testing
Guerilla Usability Testing
A/B Testing

Development
HTML/CSS/Javascript
Python/Django
Android Development

Software
Adobe Illustrator, Photoshop
Sketch
Axure
Invision
Balsamiq
Microsoft Excel (with VBA)

Leadership Experience

Beta Sigma Psi, *2012- 2019*
Web and Social Media Director

Georgia Institute of Technology, *2015*
Teaching Assistant

Indiana University, *2011*
Volunteer Teaching Assistant

Education

M.S. HCI, Georgia Institute of Technology
• Computer Science Specialization

B.S. Marketing, Indiana University
• Minor Human Centered Computing

Teaching and Mentoring

Thinkful   Online
UX Design / Product Design Mentor   *September 2016 - Present*
  • Mentored 10 plus UX Design / Product Design students focusing on the basics of UX Design, Visual Design, and HTML/CSS/Javascript

Career Coach   *September 2016 - December 2017*
  • Coached 20+ software engineering graduates through their first hiring process.

General Assembly   Atlanta, GA
Workshop Instructor, Expert-in-Residence   *May 2015 - March 2016*

Experience

Eli Lilly & Co   Indianapolis, IN
UX Product Design Lead   *January 2018- Present*
  • Co-led the UX apprenticeship program, helping 15 individuals learn UX skillset.
  • Acted as Scrum Master bringing together three teams to deliver the Lilly Design System on time meeting all quality standards.
  • Interfaced with and influenced business partners to establish User Experience practices across all diabetes brands in Lilly's portfolio.

NextGear Capital   Indianapolis, IN
UX Designer / Researcher   *April 2016 - January 2018*
  • Established discovery and testing best practices for the technology department
  • Designed and supported 4 enterprise application projects, as a UX Lead
  • Provided the leadership team Agile + UX industry best practices

Sparks Grove   Atlanta, GA
Sr. Associate User Experience Designer   *December 2014 - March 2016*
  • Led a two phase agile UX project grossing ~$375,000 over the course of 3 months
  • Planned and conducted contextual inquiry and stakeholder interviews to analyze client needs and determine product requirements
  • Designed and coordinated primary research studies, usability tests, and A/B tests with a focus on experimental and statistical validity

Contract User Experience Designer   *October 2014 - December 2014*

AT&T   Atlanta, GA
Usability and Accessibility Research Intern   *May 2014 - August 2014*
  • Collected data on usability studies while providing feedback on user behavior
  • Assisted in the development of a survey focusing on user perception of the current sales portal information architecture

Siftit, Inc   Atlanta, GA
Business Analyst Intern   *November 2013 - May 2014*
  • Developed and implemented QA testing procedures for development releases
  • Provided interface and experience design recommendations based on user tests

Marathon Petroleum Corporation   Findlay, OH
Scheduler   *January 2012 - August 2013*
  • Designed and implemented the information architecture for Microsoft Sharepoint sites managing 160,000 files
  • Trained 40 employees across seven states on Microsoft Sharepoint 2010
  • Developed a spreadsheet to manage a railcar fleet of 491 railcars and two pipeline systems transporting product worth over $500,000 per year

Temporary Analyst   *July 2011 - January 2012*