

Wesley Smith

Designer. Leader. Entrepreneur.

Contact

E-mail

wesley.smith@betasigmapsi.org

Portfolio

www.wesleysmithdesign.com

Skills

Research

Experiment Design
Survey Design
Heuristic Evaluation
Contextual Inquiry
Affinity Mapping
Competitive Analysis
Task Analysis
Persona Development
Competitive Analysis

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
Angular

Software

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

Education

M.S. HCI, Georgia Institute of Technology

- Computer Science Specialization

B.S. Marketing, Indiana University

- Minor Human Centered Computing

Teaching and Mentoring

Thinkful

UX Design / Product Design Mentor

Online

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

Workshop Instructor, Expert-in-Residence

Atlanta, GA

May 2015 - March 2016

Experience

Eli Lilly & Co

UX Product Design Lead

Indianapolis, IN

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

UX Designer / Researcher

Indianapolis, IN

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

Sr. Associate User Experience Designer

Atlanta, GA

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

Usability and Accessibility Research Intern

Atlanta, GA

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

Business Analyst Intern

Atlanta, GA

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

Scheduler

Findlay, OH

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