

Brandon Smith

Product designer, writer & strategist

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OVERVIEW

I'm a product designer with over 8 years experience crafting solutions for people in a variety of contexts. I draw upon my diverse background in writing, photography, marketing, UX, strategy and visual design to craft conversational and intuitive interfaces that satisfy both business and user needs.

I'm a nerd for books, games, and fresh air. Storytelling is my jam.

Experience

Genius Sports Group

UX STRATEGIST 2019-PRESENT, ASSOCIATE UX STRATEGIST 2017-2018

Led the design strategy of several B2B, internal, and marketing projects, often working closely with our international teams in London, Medellín, and Vilnius.

- Led product design and architecture for a multi-product platform that served our advertiser and publisher clients.
- Crafted a Voice & Tone guide and Content Style Guide that defined our brand personality and influenced our brand refresh.
- Redesigned our website on a tight deadline, architecting 4 disparate websites into a singular website ecosystem. I conducted stakeholder interviews, created the sitemap, designed wireframes for 40+ pages, and continued leading the strategy post-launch.
- Conducted internal research to identify communication needs across the company. This effort resulted in a 73% participation rate among 1,000 employees worldwide.
- Designed our group intranet, trained our admin users, and supported stakeholders during launch preparations.
- Designed a UI solution for an in-house data storage and delivery service that was unusable to anyone outside the team who built it. My design brought usability to the platform and gave the team renewed confidence in their product.
- Contributed to the design of media widgets that feature live and pre-match data and sports betting odds.

Freelance UX design and consulting

2017-PRESENT

Product design, web design, and consulting. My work has included user research, strategy, wireframes, hi-fi mock-ups, prototypes, and fully functional websites. Clients have spanned industries such as food, travel, sports, and non-profits.

Education

BA ENGLISH, PHOTO MINOR •
2011

Cal Poly San Luis Obispo

UXDI IMMERSIVE • 2016-17

General Assembly

HCI CERTIFICATION • 2019

MIT xPRO

Skills

DESIGN

High fidelity mockups •
Wireframes

RESEARCH

Competitive analysis • Data
synthesis • Personas •
Stakeholder interviews •
Usability testing • User
interviews • Workshop
creation • Workshop
facilitation

STRATEGY

Annotation • Content
strategy • Copywriting •
Documentation • Information
architecture • Microcopy •
Presentations • Sitemaps

OTHER

HTML • CSS • Photography

Torrance Area Chamber of Commerce

COMMUNICATIONS COORDINATOR 2013–2016

Originally hired to write press releases, I quickly expanded my role to encompass branding, print and web design, copywriting, marketing, and event photography.

- Modernized the Chamber's logo and developed a brand identity and standards guide to establish cohesion across all our print and digital media.
- Designed a responsive website using the brand standards I had defined. Migrated our website from a third-party provider to in-house, cutting costs and speeding up our process for creating and updating content.
- Rebranded and redesigned the Chamber's weekly email newsletter. Chamber Weekly won awards from the Western Association of Chamber Executives (WACE) two years in a row, for Outstanding Achievement in the E-Newsletter category: 1st Place in 2015 after receiving Honorable Mention in 2014.
- Designed the monthly advocacy e-newsletter *The Advocate*, which also won a 1st place award in 2015 for Outstanding Achievement in the E-Newsletter category from the WACE.
- Directed, produced content, and designed the cover for the annual publication *Torrance Magazine & Resource Guide*. I also championed, designed, and edited the quarterly print publication *Your Connection*.
- Designed, scheduled, and published all marketing for events and offers, including social media, email, blogging, and press releases.

Wedding and portrait photographer

2010–2018

In my third year of college, I started my own wedding, engagement, and portrait photography business. Beyond the photography itself, I conducted all business matters, including:

- Designed a visual client onboarding workflow that blended personal touch and automation to speed up the process and make life easier for both myself and my clients.
- Communicated with leads, developed scope of work, and nurtured client relationships.
- Oversaw the vision for the business's branding.
- Designed the website, wrote copy, published blog posts, SEO, social media marketing and advertising.
- Hired assistants (contractors) and managed them onsite.
- Maintained income and expense records and established pricing.

Tools

DESIGN

Adobe Creative Suite • Figma
• Sketch • Webflow •
Wordpress

STRATEGY

Apple iWork Suite •
Confluence • Google Suite •
LucidChart • Microsoft Office
Suite

HANDOFF

Abstract • InVision • Jira