

Brandon Smith

Senior Product Designer

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HELLO –

I'm a multi-disciplinary designer with over ten years of experience solving problems for people in a variety of industries. I draw on my background in writing, photography, business, marketing, design, and strategy to create intuitive, conversational interfaces that satisfy complex business and user needs.

I'm a nerd for books, writing, games, cooking, and photography.

Experience

Indy

LEAD UX STRATEGIST OCT 2020-PRESENT, UX STRATEGIST JAN 2020-SEP 2020

Lead the design strategy for several major product releases and co-own the product roadmap.

- Influence the product vision as a member of our 3-person R&D team.
- Lead the holistic design of product releases. Participate in research, write the strategy documentation, design the features, and help define requirements. Also design landing pages, write marketing web copy, and create product tours.
- Own UX copy. Evaluate and improve it across the platform.
- Manager to our Associate UX Strategist.

Genius Sports Group

UX STRATEGIST 2019, ASSOCIATE UX STRATEGIST 2017-18

Led the design of several B2B, internal, and marketing projects.

- Crafted the company Voice & Tone guide and Content Style Guide.
- Redesigned our company website on tight deadline, architecting four separate websites into a single website ecosystem.
- Conducted internal research to identify communication needs across the company. This effort resulted in a 73% participation rate among 1,000 employees worldwide and led to the adoption of Slack and an intranet.
- Designed our group intranet and trained our admin users.
- Designed a UI solution for an in-house data storage and delivery service that was previously unusable to anyone outside the team who built it.

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

CAL POLY SAN LUIS OBISPO

BA English, Minor in
Photography

2011

CERTIFICATIONS

MIT xPRO, HCI Certification

2019

UXDI Immersive, General
Assembly

2016-17

Skills

DESIGN

High fidelity mockups •
Wireframes • Prototypes

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.
- Redesigned and migrated our website in-house from a third-party provider, cutting costs and speeding up our process for delivering content.
- Rebranded and redesigned the Chamber's weekly email newsletter, which 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.
- Designed, scheduled, and published all marketing for events and offers, including social media, email, blogging, and press releases.

Wedding and portrait photographer

2010-2018

While still in college, I started my own wedding, engagement, and portrait photography business.

- My work was featured in several wedding outlets, including Green Wedding Shoes, *I Do Venues* wedding magazine, Central Coast Wedding Standard, and Lemonade and Lenses.
- Designed an automated client onboarding workflow that improved communication, sped up the inquiry process, and increased the booking rate.
- Communicated with leads, developed scope of work, and nurtured client relationships.
- Oversaw the vision for the business's branding, designed the website, wrote web copy, published blog posts, and did all SEO, social media marketing, and advertising.
- Hired assistants (contractors) and managed them onsite.
- Maintained income and expense records and established pricing.

Tools

DESIGN

Figma • Adobe CC • Webflow

STRATEGY

Confluence • Notion • GSuite
• Miro

RESEARCH

Dovetail • UserTesting

HANDOFF

Abstract • Zelpin • Jira