

Stacey Smith

USER EXPERIENCE PROFESSIONAL



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Staceyvsmith01@yahoo.com

EDUCATION

M.S. User Experience
Kent State University
2017-2019

B.F.A. Graphic Design
Marietta College
2010-2014

SKILLS

Time management
Attention to detail
Self-Starter
Organization
Problem-solving
Leadership
Collaboration
Agile

AWARDS

Leadership Award
CourtAvenue
2023

Sandie Award - Company
CourtAvenue
2023

PROFILE

Highly skilled and motivated UX professional with a strong background in creating intuitive and engaging user experience. Proficient in user research, information architecture design, and interaction design. Adept at collaborating with cross-functional teams to delivering innovative solutions that meet the user needs and the business goals. Proven ability to transform complex concepts into user-friendly designs.

EXPERIENCE

User Experience Strategist
CourtAvenue | 2021 – 2023

Innovative forward-thinking professional, I excel in navigating assignments with a keen eye for both macro and micro perspectives. I bring clarity to ambiguity and passionately create meaningful experiences for users, advocating for their needs and aspirations.

- Collaborated with cross-functional teams to drive alignment and develop human-centric experiences aligned with business and brand strategies, user insights, and technology requirements.
- Led and facilitated various research methodologies, such as a competitive UX analysis, feature audits, and heuristic evaluations.
- Translated data analysis into experience architecture, including sitemaps and wireframes, and provided guidance for design application through UI design and development.

Lead UX Researcher
CBC Companies | 2019 – 2021

As the first UX Researcher to the team, I have introduced the following to the company.

- **UX Research:** Pioneered methodologies at the onset and midpoint of research stages, contributing significantly to the discovery phase of a new product. Led the team in constructing personas and integrating them into journey maps.
- **UX Reporting:** Initiated comprehensive reporting post-testing sessions, that provided actionable recommendations for the team's next steps based on the insights gathered, ensuring a strategic and informed approach to design and development.
- **Usability Testing:** Revolutionized the testing process by introducing opportunities for early ideation and testing.
- **Moderator:** Overcame challenges associated with high-security environments, adapting to limitations in onboarding standard UX tools. Applied creative problem-solving techniques to gather unbiased data, understand customer needs, and enhance the overall UX process within the constraints of security protocols.

EXPERTISE

Figma
Miro
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Userlytics
Microsoft Office

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REFERENCES

David Lim
CourtAvenue
Director of User Experience
david.lim@courtavenue.com

Ruthie Bear
CourtAvenue
Director, Client Operations
ruthie.baer@courtavenue.com

Scott Stewart
Senior Experience Strategist
CourtAvenue
scott.stewart@courtavenue.com

EXPERIENCE continued

Graphic Designer

American Signature Furniture (Value City) | 2016-2019

Due to my determination and time management skills, I was able to wear three different hats in the marketing department.

- Lead Circular Designer/Print Designer: The circular design kicked off the future promotion's look and feel. It influenced all creative for that promotion including the website, Instagram posts (about the promotion), and in-store pieces.

Supported the lead print designer by creating in-store signs that provided the customers information they needed when making a purchase decision about a product.

- Junior Developer: I developed all the promotional emails that were sent out to customers. Also in the position, I reported the performance of each email and worked with the designers to understand the data and establish different layouts to product higher click rates per email.
 - Web Designer: In support of the lead web designer, I would design digital promotions for sponsor web banners, social media posts, ASF website, and promotional emails.
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PROFESSIONAL DEVELOPMENT

Web Accessibility (Detailed "Deep Dive" Courses) Curriculum
Deque University | 2023

Master Figma Course
Figma 2023
Deep dive into Figma