

Wesley Smith

UX Designer. 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
Big Data 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
Adobe Photoshop
Sketch
Axure
Invision
Balsamiq
Microsoft Excel (with VBA)

Leadership Experience

Beta Sigma Psi, 2012- present
Web and Social Media Director,

Georgia Institute of Technology, 2015
Teaching Assistant

Indiana University, 2011
Volunteer Teaching Assistant

Education

M.S. Human-Computer Interaction, Computer Science Specialization
Georgia Institute of Technology
May 2015
3.8/4.0 GPA

B.S. Marketing, Informatics and Human-Centered Computing Minors
Indiana University
May 2011
3.8/4.0 GPA

Experience

Sparks Grove Atlanta, GA
Sr. Associate User Experience Designer
December 2014 - Present

- Led a two phase agile UX project grossing ~\$375,000 over the course of 3 months
- Led prototyping tool evaluation effort while selecting the best tools for the UX Team
- 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
- Envisioned and redesigned multi-platform enterprise and consumer facing products for Wells Fargo, Merrill Lynch, The Home Depot, Nissan, Equifax, and McKesson

Contract User Experience Designer
October 2014 - December 2014

- Concepted, wireframed, designed and prototyped for understaffed projects
- Provided heuristic, competitive, and comparative evaluations in the retail space

General Assembly Atlanta, GA
Workshop Instructor, Expert-in-Residence
May 2015 - Present

- Mentor students as they learn to apply the UX process and design thinking
- Plan, coordinate, and lead UX and career development workshops

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 base on user tests
- Installed and trained customers on the Siftit Restaurant Ordering System

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

- Redesigned three internal market summary reports saving two analysts five hours per month
- Developed reports in Microsoft Excel to analyze sales trends and new business opportunities for a business unit grossing 10 billion dollars in sales