

RUSTY SMITH



22 years

designing digital
experiences

15 years

specializing in UX/
Product Design

10 years

leading design orgs

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portfolio

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Profile

With over 20 years in digital design, I've specialized in user experience and product design since 2008. Leading design teams for a decade, I've successfully navigated diverse settings, from large global enterprises to dynamic startups delivering SaaS. My passion lies in empowering designers and enhancing lives through innovative products.

Colleagues consistently praise my leadership, communication, and ability to deliver high-quality results. Themes that have emerged from their feedback include my proficiency in problem-solving, working cross-functionally, and implementing effective UX strategies.

Skills

- Leading Design Critiques
- Interaction Design
- Rapid Iterative Prototyping
- Usability Studies
- Information Architecture
- Visual Design
- Surveys
- Interviews (User, Stakeholder, SME)
- Design System Implementation
- Design Studios
- Story Mapping
- Persona Development
- Design Sprints
- Agile (Scrum & Kanban)

Experience

Leadership

- Conceived, promoted, and implemented UX vision and strategy in both large enterprises and small startups.
- Since 2008, I've managed and mentored designers at every job, finding immense career satisfaction in helping them reach their full potential.
- Participated in the recruitment and hiring of over 25 UX Designers and Researchers.
- Innovated an automated research recruitment process. It significantly reduced the time spent on participant management, allowing designers to focus more on core design tasks.
- Standardized the team on a single design tool (Figma) and maintained a design system to promote efficiency and consistency of designs.

Communication

- Collaborated with product managers, internal stakeholders, subject matter experts, and users to create design requirements.
- Collaborated closely with development teams to establish a shared vision and ensure the final product effectively addressed the identified problem.
- Extensive experience collaborating with remote teams, both domestically and internationally.
- Received an award for embodying open and honest communication at a company of over 5000 people.

User Experience Research, Analysis, & Design

- Upon dissatisfaction with our website's performance, I conducted a competitive analysis and presented findings. My recommendations achieved a 400% increase in site-wide page load times.
- Redesigned an auto-ship program to enhance usability, yielding exceptional results after a single iteration. Task completion rate soared from 40% to 90%, and time on task decreased from 9 minutes to 3 minutes.
- Conducted usability studies ranging from small-scale, three-user studies to comprehensive projects covering four countries and involving 40 users.
- Planned and executed user research initiatives for corporate user conferences, resulting in 98% of participants agreeing to future contact and additional user research opportunities.
- Designed and implemented web surveys, translated into up to 19 different languages.
- Extensively utilized prototyping for both low and high-fidelity designs to facilitate usability testing, enhance team communication, and streamline final product delivery.
- Traveled nationally to conduct contextual inquiries and user interviews with major enterprises, including T-Mobile, REI, Pokemon, Quicken Loans, and Dole Vegetables.

Employment History

Head of Product Design One Identity (Quest Software), Aug 2017 - Feb 2024

Lead User Experience Designer DirectScale, Sep 2015 - Aug 2017

Lead User Experience Designer Workfront, Oct 2011 - Jul 2015

Online User Experience Manager Nu Skin, May 2008 - Oct 2011

Graphic Designer Emerald Forest Studios/Crystal Canyon Interactive, Apr 2000- Apr 2008

Education

Utah Valley University - Orem, Utah

Bachelor of Science in Business Management 2003 - 2007

UX Specific Conferences/Trainings

NNG Usability Week 2008 & 2009

UPA Conference 2009

Omniture Summit 2010

Site Catalyst Training 2010

Axure Advanced Training 2010

UI15 2010

UXPA Conference 2013

Cooper U: Design Leadership 2014

Giant Conference 2014

Lean UX New York 2015

Front Conference 2015, 2016 & 2017