

RUSTY SMITH



22 years

designing digital experiences

15 years

specializing in UX/
Product Design

10 years

leading design orgs

telephone

801-210-1130

email

Hello@RustyJay.com

portfolio

www.RustyJay.com

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

- **Design Software**
Adobe Suite, Axure, Figma, Miro...
- **Usability Studies & User Research**
Surveys, Analytics, Interviews...
- **Cross-Functional Collaboration**
Agile, Squads, Product Triads, Lean UX...
- **Creative Problem Solving**
Design Thinking, User Centered Design...
- **Team Management**
Design Critiques, Design Strategy, Mentoring...
- **Methodologies**
Design Sprints, Design Studios, Story Mapping, Persona Development, User Journeys...
- **Core Design Practices**
Design System Implementation, Visual Design, Interaction Design, Information Architecture, Prototyping...

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 on core 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, engineers, and users to establish a shared vision and ensure the final product effectively addressed the identified problem.
- Extensive experience collaborating with remote teams, both domestic and international.
- Received an award for embodying open and honest communication at a company of over 5000 people.

User Experience Research, Analysis, & Design

- I conducted a competitive analysis and made recommendations resulting in a 400% increase in site-wide page load speed.
- Redesigned an auto-ship program. After one iteration, the task completion rate soared from 40% to 90%, and time on task decreased from 9 minutes to 3 minutes.
- Conducted large and small scale usability studies. Fun fact: I've run usability studies from 6 different countries.
- 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
Cybersecurity • B2B SaaS for Enterprise • Large International Company

Lead User Experience Designer | DirectScale | Sep 2015 - Aug 2017
White-label Business Management Platform • B2B2C SaaS • Start-up

Lead User Experience Designer | Workfront | Oct 2011 - Jul 2015
Project & Program Management • B2B SaaS for Enterprise & Mid-market • Start-up

Online User Experience Manager | Nu Skin | May 2008 - Oct 2011
Direct Sales • B2C E-commerce • Large International Company

Graphic Designer | Emerald Forest Studios/Crystal Canyon Interactive | Apr 2000- Apr 2008
Custom Software/Web Design Agencies • B2B & B2C • Start-up

Education

Utah Valley University - Orem, Utah

Bachelor of Science in Business Management 2003 - 2007

UX Specific Conferences/Trainings

NNG Usability Week (2x) | UPA Conference | Omniture Summit | Site Catalyst (now Adobe Analytics) Training | Axure Advanced Training | UI15 (by UIE) | UXPA Conference | Cooper U: Design Leadership | Giant Conference | Lean UX NYC | Front Conference (3x) | Pendo Essentials for Web