

RUSTY SMITH



23 years

designing digital experiences

16 years

specializing in UX/
Product Design

10 years

leading design orgs

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📍 Utah, USA

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.
- Managed and mentored designers at 4 companies, 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

Product Designer | CardFlight | Oct 2024 - Present

Fintech • B2B SaaS • Start-up

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

Education

Utah Valley University - Orem, Utah

Bachelor of Science in Business Management 2003 - 2007

Formal Courses & Certifications

UX Bootcamp | Nielsen Norman Group | 2008

Advanced Site Catalyst (Adobe Analytics) | Omniture | 2010

Axure Advanced Training | Evantage Consulting | 2010

Design Leadership | Cooper U | 2014

Pendo Essentials for Web | Pendo | 2024

Master Figma Course | SaaS Design | 2024

Complete Figma Design System Course | SaaS Design | 2025