

Jared Smith

Interaction Design | User Experience

Senior UX/UI Designer & Business Analyst, who specializes in understanding user & product needs and how to translate them to interface design. I draw on nearly 20 years of experience working on projects across many different industries and types of clients. I have a proven track record of success in launching successful products on-time and on budget.

Experience

Owner @ JS Designs Consulting LLC, 2013 - Present

Owner & operator of JS Designs; a software & web design firm. Work closely with clients to develop initial product ideation to maximize efficiencies and create final deliverables for development (UI & documentation). Projects include e-commerce platforms for both consumer & B2B, mobile applications (iOS/Android), custom CRM portals and EHR platforms.

Senior UX/UI/BA Designer @ Surge, LLC 2015 - 2020

Designed digital solutions for Fortune 500 companies. Responsibilities included, ideation, research, design, documentation & product testing. Projects include web-based applications with responsive designs, bespoke mobile apps (iOS/Android), Raspberry Pi hardware, enterprise software, Health Record Management Systems (EMR) & surveillance software.

Director of Digital Products @ Robb Report 2011 - 2013

Responsible for all digital product development for Robb Report Media. Initiatives included: website relaunch, luxury virtual market place, custom video content, health & wellness mobile application & iPad extension of the Robb Report Magazine.

Director of Online Fairs @ The Economist 2010 - 2011

Launched the virtual events division for the Economist Group. The Online Fairs division was designed to enhance & augment the physical event businesses for the Economist. The target industries were MBAs, Franchising, International Business & Private Wealth Management. The shows brought together thousands of attendees from around the globe and exceeded revenue targets.

Director of Digital @ Nielsen Business Media 2007 - 2010

Oversaw the day to day operations for all digital initiatives & products for the following brands: Successful Meetings, MeetingNews, Business Traveler News, Incentive Magazine, Training Magazine, Photo District News & Intellectual Property Intelligence. Initiatives included; virtual trade shows, mobile applications, webinars, educational online learning platforms & overall growth of the brands' digital audience.

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Skills

- Business Analysis
- Requirements Gathering
- Wire-framing
- UI Design,
- Responsive Web Design
- Rapid Prototyping
- Documentation for Development
- Usability Testing

Tools

- Axure Pro, Photoshop, Sketch,
- InDesign, Omnigraffle, Balsamiq
- Adobe XD, Excel, Confluence, Jira

Education

Certification in UX Design

NYU, New York

B.A. Fine Arts

University of Albany, New York

The Economist Executive Training

New York, New York

Awards

Min's B2b 25 to Watch Under 30