

Richard Smith

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Director, Product Design & User Experience

A consummate creative professional, I bring to the table two decades of comprehensive experience in the design field, with the last ten years meticulously honed towards mastering UX design. During this journey, I have successfully navigated a broad spectrum of design projects from conception to completion for a host of Fortune 500 giants including Pfizer, Toyota, Ford Motor Company, AIG, WPP, EY, Thomson Reuters, Johnson & Johnson, IRS, and USFS.

My proven expertise lies in deftly translating product requirements, user research, usability feedback, and personal design specifications into intuitive, easy-to-use solutions. With a robust skill set in creating compelling user stories, wireframes, mockups, and prototypes, I have demonstrated cross-functional leadership to ensure that all projects meet their milestones, deadlines, and budget requirements.

Committed to staying at the forefront of technological advancements and innovative processes, I consistently align my work with best practices and corporate branding standards. My decade-long journey in UX design has seen me evolve into an elite communicator, adept at converting creative ideas into tangible realities by fostering collaborative relationships with key stakeholders and product owners, ensuring our shared visions transform into successful outcomes.

Areas of Expertise

- UX/UI Design
- User Research
- Product Management
- Cross-functional Collaboration
- Team Leadership & Mentoring
- Agile Methodology
- Usability Testing
- Wireframing & Prototyping
- Design Culture Advocacy

Key Achievements

- Improved user engagement by 25% and conversions by 15% through designing an interactive e-commerce platform for AT&T Store Front.
- Led a team of four UX professionals to develop three innovative products for PNC Bank, resulting in a 3 mil contract signing.
- Successfully won a national recreation bid valued at \$450M through detailed user research, market analysis, and ideation workshops.
- Directed the redesign and revamping of the IRS.gov search experience, generating a \$6M contract over 3 years.
- Coached and developed a team of six corporate partner designers, leading to a successful enterprise corporate site launch and increasing team productivity by 35%.

Career Experience

Tech Mahindra (Born XDS), Toronto, ON
Director of Product Design

11/21 to Present

- As the Director of Product Design at Tech Mahindra, I spearheaded the UX design, development, and implementation of a transformative enterprise-level e-commerce platform for AT&T Store Front. I directed a specialized team of four UX professionals in developing three innovative products for PNC Bank. Key responsibilities included conceptualizing and executing mockups, wireframes, and prototypes to transform complex UX problems into streamlined, user-centric solutions. My leadership in comprehensive UX research and strategy led to successfully acquiring our UPS client contract, which involved extensive customer and stakeholder engagement, archetype and persona development, and meticulous prototyping.
- My role also involved closely collaborating with development and content teams to meet defined design requirements while conducting observational studies and usability testing to stay current with evolving design methodologies. Among my noteworthy achievements, I streamlined the complicated cellular phone process and plan selection for AT&T customers. By designing interactive products and optimizing upper funnel pages, I boosted user experiences, significantly increasing customer conversions. My initiatives in developing internal processes, plans, and playbooks for the UX department resulted in notable efficiency improvements and superior quality of execution across all phases of the UX process. Moreover, as a mentor and coach, I consistently invested in the growth and development of my team members, cultivating their skills both within and beyond the realm of UX.

REDspace, Bedford, NS
Senior UX Designer

05/20 to 11/21

Championed user-centered design principles throughout the company and advocated for simple and intuitive user interfaces.

- Managed and improved overall user experience, user interface, and visual design for Patriot One Technologies mobile application that delivered video and mobile alerts from threat detection software.
- Facilitated military personal to get a detailed information on progress/activities related to military training by designing and developing the Canadian Armed Forces digital learning platform, including video storage and LMS integration.
- Led and directed design and user experience efforts for IBM Your Learning Platform, a global enterprise-level learning management system that served tens of thousands of employees, worldwide.

Igloo Software, Kitchener, ON
Solution & Technical Sales Consultant

03/18 to 07/19

Rendered exceptional consultancy and solutions to team members through the entire sales process focusing on meeting customers' business requirements/specifications. Provided technical and product knowledge expertise to clients, customer managers, and account managers for Igloo Software.

- Pivotal in increasing brand advocacy and customer satisfaction for the Igloo SaaS platform via community support and training platform.
- Consulted multiple clients, such as Stitch Fix, Teach America, and Keen Footwear in the development of their employee workplace instillation.
- Designed and developed effective go-to-market strategies for Igloo Software; developed services delivery framework, process, and workflows for the Igloo Software account team.

Booz Allen Hamilton, Washington, DC
Senior Digital Consultant / Product Owner

05/11 to 04/17

Provided thought leadership and strategic direction to diverse project teams consisting of analysts, developers, UX designers, UI visual designers, and strategists to develop web and mobile experiences.

- Steered the development of Adobe Experience Manager (AEM) and the Adobe Marketing Cloud suite of products for the company's public-facing web presence and other digital properties (e.g., innovation.bah.com, Envoi magazine); received numerous team and performance awards for driving digital efforts.
- boozallen.com Coached, and empowered a highly skilled team of 6 corporate partner designers and writers to design a communications platform in support of a successful enterprise corporate site launch; the platform included brand development, technical product management and contracting, content audit, creation and information architecture, vendor management bot technical and design direction, and web interface development.
- recreation.gov USFS Conducted detailed user research, market analysis, and fieldwork for proposal development of a national recreation bid valued at \$450M (Won); led several ideation workshops for user journeys and service blueprints, including prototypes, videos, user interfaces, and other assets.
- Facilitated Johnson & Johnson with the brand recognition portal that captured the social conversation, competitor insights, and financial data from practitioners to the C-Suite, generating \$3M in revenue over 3 years.
- Consulted on the remaining and revamping of the IRS.gov website. Leveraged call centre data to deliver a platform for the cataloging and analysis of customer data that would drive a smart search engine. The concept resulted in a \$6M 3 year contract with IRS.

Career Note

Digital Consultant & UX/UI and Interaction Designer | MJM Creative Services, New York, NY

Creative Director, Art Director / Principal | Wallop Creative Inc., Vancouver, BC

Digital Consultant & UX/UI Architect | Hella Creative Solutions, Toronto, ON

Education

Diploma in Illustration and Communication Design
Sheridan College, Oakville, CA

Technical Skills

- UX/UI Design Tools: Figma, Adobe XD, Adobe Design Suite, Sketch, InVision
- Wireframing & Prototyping: Balsamiq, Axure RP, Marvel
- Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- User Research & Testing: UserTesting
- Design Systems: Material-UI, Ant Design, Bootstrap
- Design System Tools: Figma
- Pattern Libraries & Style Guides
- Component-based Design & Development
- Interaction Design: Figma
- Collaboration & Project Management: Jira, Trello, Slack, Microsoft Teams
- Web Development: HTML, CSS, JavaScript, Bootstrap
- Data Analysis: Google Analytics, Tableau
- Accessibility: WCAG 2.1 guidelines
- Version Control: Git, GitHub
- Agile/Scrum methodologies
- Knowledge of SaaS platforms