

# OWEN EDMUND SMITH

User Experience & Product Designer

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**Portfolio:** <https://www.owenedmundsmith.com>

Innovative UX Designer working at one of top ranked and top web-trafficked hospital systems in the world – the Cleveland Clinic. Passionate about creating digital user experiences that benefit users in a variety of environments - considering user's mental health, wellbeing, and life experiences.

## Professional Experience

CLEVELAND CLINIC - CLEVELAND (REMOTE)

2021 — Current

### UX Designer

- Established and built a comprehensive design system consisting of numerous components and styles from scratch.
- Developed responsive and adaptable components within the design system to create user-friendly designs that effectively deliver health content and facilitate easier access to care for our users.
- Working on a very small team of 4 designers across an organization of 70,000 employees and billions of users each year – creating an environment prioritizing the need to learn quickly, collaborate, and lead multiple large-scale projects upon hire. Created cadences for design check-ins, increasing collaboration amongst our small team.
- Collaborated effectively across teams to manage multiple complex projects simultaneously.
- Created detailed documentation to facilitate a smooth hand-off to developers and guarantee compliance with design and accessibility standards.
- Played a key role in enhancing the UX of multiple Cleveland Clinic websites, collaborating with cross-functional teams, including SEO, to achieve a remarkable 55% YoY traffic increase and secure a position among the top three healthcare sites globally.
- Lead UX Designer on the largest Product team within the organization, balancing end-to-end Product Design with collaboration with Researchers, Developers and other roles in an Agile/Scrum setting; allowing anything from long-term projects to quick fires to be worked on at the same time, efficiently and successfully.
- Led and designed large-scale projects for various tools such as Find a Doctor, Wayfinding, and Health Library, meeting diverse goals and requirements from the Product Owner, Business, & our Users.
- Facilitated Accessibility Governance meetings and engaged stakeholders in ensuring the highest level of accessibility for the website, resulting in improved accessibility scores MoM.
- Mentored and guided junior designers on design projects, educating them on Design System standards and how to properly collaborate with developers to ensure adherence to design and accessibility standards.
- Introduced innovative enhancements to consumer-facing emails, prioritizing increased conversions and editorial flexibility.

SELF-EMPLOYED - CLEVELAND (REMOTE)

2017 — 2021 & 2024

### Freelance Designer and UX Consultant

- UX Consulting for a Silicon-Valley based Healthcare Start-Up, who's mission it is to reinvent the ways users navigate healthcare. I have contributed designs for appointment booking and sign-up flows, aimed at improving the experience for their older user base – ensuring the user experience is intuitive and simple for these types of users.

- Consulted with a video production agency, assisted them with rebranding to a full-fledged design studio. Created wireframes and UX design for an improved website showing their case studies and connecting their brand better with their audiences user needs.
- Garnered clients both in class and beyond through recognition as a standout designer, with notable contributions to brands like 60 Bull Cafe and Gervasi Vineyards.
- Executed e-commerce UX/UI design for different brands, showcasing adaptability across various industries.

CLEVELAND INSTITUTE OF ART - *CLEVELAND*

2018

## Design & UX/UI Assistant Instructor (TA)

- Mentored and inspired 16 talented high school students, dedicating nearly 12 hours daily to teach design and UX fundamentals -- offering guidance on portfolio development, applying to art schools, and fostered enduring relationships with students, offering guidance post-course completion.
- Employed an inclusive approach, combining projects, lectures, and constructive feedback to foster students' growth and development. Education included teaching students the Adobe suite, designing UX/UI case studies, branding, & mentorship on professional development.

## Education

CLEVELAND INSTITUTE OF ART - *CLEVELAND*

### Bachelor of Fine Arts in Graphic Design, *Minor in Photography*

Extensive Coursework in: Graphic Design, UX Methods & Tools, UI Design, & Web Design & Coding (HTML/CSS). *BFA Thesis Nominated for Cleveland Institute of Art's President's Traveling Scholarship.*

**Additional Education:** Vitaly Friedman's Smart Interface Design Patterns course, CreativePro's Accessibility Conferences, etc.

## Honors & Awards

- **Caregiver Excellence Award:** Recognized as UX Lead for successfully assisting in the facilitation of transitioning multiple sites and products from one CMS to another – requiring redesign, extensive collaboration, and comprehensive Design QA.
- **Appreciation Awards:** Received over 10 Appreciation Awards for outstanding contributions to multiple large-scale products across various product teams.
- **Yearly Service Reviews:** Achieved Outstanding Service Award for three consecutive years during yearly service reviews, reserved to represent the highest level of recognition within teams & the organization.

## Skills & Technical Proficiencies

**UX Design:** Design Systems (Creation, Expansion, & Organization), Advanced Prototyping, Lead UX on Large Scale Products, UX Team & Cross-Team Collaboration, Figma, Adobe Suite, WCAG Accessibility Standards, Zeroheight, Miro, etc.

**UX Research:** User Research, Personas, Journey Maps, Unmoderated/Moderated User Testing, PlaybookUX, Competitive Analysis, A/B Testing, User & Stakeholder Interviews, Product Requirements, Strong User Empathy & Knowledge

**Development:** HTML/CSS, CMS Design Intergration & Transitioning (Wordpress, Sitecore, & Sanity), Developer Collaboration & Communication, Design Documentation & Specs for Dev, Design QA, Storybook Dev Design System