

# BROOKE SMITH

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Accomplished UX designer skilled in building fintech employee applications and leading high-performing teams. Systems thinker who crafts user-centered solutions that drive business impact and elevate product experiences. Seeking to mentor and inspire a talented design team, champion an inclusive and accessible product vision, and advance design practices while advocating for design system maturity across your organization's product suite.

## Vision Translator

Collaborates with partners including development teams and product managers to translate business goals into actionable multi-year product strategies that meet performance objectives as well as user needs and expectations.

## Team Catalyst

Leads a distributed team of UX designers, fostering a culture of collaboration, innovation, and agility. Implements high-quality design practices to deliver accessible, intuitive user experiences with urgency and excellence.

## PROFESSIONAL EXPERIENCE

### SMITHUX

July 2017 – Present

#### Owner

Provide clients with UX & product design solutions tailored to optimize web applications for accessibility and user engagement.

#### Client: SmartCommerce

- Currently temporarily assumed design leadership responsibilities during the design lead's parental leave, overseeing and advancing the design vision for a B2B e-commerce marketing SaaS company.

#### Client: (See confidential portfolio)

- Led 12-week UX consulting engagement with rigorous stakeholder management for an enterprise healthcare organization.
  - Conducted 5 discovery workshops to audit 10+ internal applications, identifying knowledge management pain points.
  - Delivered 500+ insights that will cut information retrieval time by 50% and enable future AI enhancements.

#### Client: SmurfitWestrock

- Conducted [20+ stakeholder interviews](#) across 3 countries and multiple time zones, collaborating with leaders from Smurfit Kappa and WestRock to uncover insights into site performance and identify key UX challenges.
- Delivered new UX artifacts, including 10 user personas and 3 customer journey maps, to enhance user understanding and inform design decisions.

### PREDICTIVE UX CONSULTING

July – Sept 2024

#### Director of Design

Led, coached & mentored a team of 5 junior designers, providing strategic guidance, business expansion planning, and opportunities for skill development.

- Established a weekly FigJam design critique for our fully remote team, fostering collaboration and growth.
- Developed UX team OKRs: Set annual objectives and goals, aligning design initiatives with organizational priorities to drive team performance.
- Managed 5 subcontractor consultants across 4 time zones/countries. Received and relayed client feedback to make adjustments and improvements to the team as needed.

## CAPITAL ONE

Oct 2021 – July 2024

### UX Lead

Served as UX/UI Design Lead for two internal enterprise software (SaaS) applications that supported 1500+ end users. Designed concept-to-launch [Aggregated Risk Report](#) process, which grew our user base by 25%.

- Conducted various UI audits and led design system migration projects to align with enterprise brand standards.
- Increased UX team size by 200%, driving growth and expanding design capabilities through our talent pool.
- Developed a UX review process model that boosted team engagement during agile ceremonies and ensured design consistency across the product portfolio.
- Initiated weekly UX office hours, providing ongoing support and fostering collaboration across development teams.

Sept 2017 – May 2020

### Senior Associate Digital Designer, Commercial Bank

Designed, built, tested, and deployed email campaigns from Salesforce Marketing Cloud (SFMC) leveraging Email, Web and Automation Studio(s) for the Commercial Bank line of business.

- Spearheaded a 4-part A/B test email banner ad targeting over 1 million customers. This campaign optimized the copy, button color, and button placement for maximum engagement and app downloads. Led teamwide Sketch and Figma trainings and facilitated monthly sessions to keep designers up to date and practiced with the latest software features.
- Reduced process time by 30% (from 11 to 8 days) by developing [marketing email templates](#) in SFMC that improved workflow efficiency and scalability.
- Established messaging section of the companywide Gravity Design System: Led a team of 7 designers in contributing email, SMS, and push notifications templates and guidelines to support 50,000 Capital One employees in the creation of branded messaging campaigns.

## VIRGINIA COMMONWEALTH UNIVERSITY

Aug 2017 – Dec 2017

### Adjunct Instructor

Taught INFO 202, Introduction to E-business Technologies, teaching e-commerce and HTML/CSS fundamentals for business applications and IT professionals.

## RACE IT

Apr 2015 – July 2017

### Web Designer

Supported UX manager and marketing team in producing customized registration templates, style guides, inner page designs, and supplementary components for client projects.

- Served as web designer, enhancing mobile UX by optimizing race registration web pages via Foundation's Responsive Web Design (RWD) Framework.
- Developed and launched the [company's first blog](#) on Orchard CMS using Foundation's RWD Framework.

## DOMINION ENTERPRISES

Dec 2013 – Apr 2015

### Responsive Web Designer

Managed multiple website migration projects in Salesforce using Bootstrap's RWD Framework, ensuring seamless transitions with meticulous attention to detail, clean user interfaces, and effective use of color theory.

- Contributed to a special project migrating 5,000 dealer websites to fully responsive websites using templated themes, supporting the process from ideation to execution.

## EDUCATION & AWARDS

**Shatter The Glass Ceiling Category Nominee**, 2024 Margaret Lyn McDermid (MLM) Awards — RVA Tech

**User Experience Certification**, Nielsen Norman Group — Certification ID: 1062304

**Bachelor of Science, Information Systems & Technology**, Old Dominion University, Norfolk, VA

## VOLUNTEER EXPERIENCE

**UIUX Events Lead** | Out In Tech | Feb 2025 - Present

Support our 70,000 members by producing awesome events for the UIUX community!

**Chapter Lead** | ADPList | Feb 2025 - Present

Facilitate networking opportunities by organizing impactful meetups for 200 Richmond members.

**Director** | Women Who Code | Oct 2020 - May 2024

Assisted 3,000 local women in navigating the programming industry by organizing networking and mentorship opportunities plus established partnerships with local organizations.

## TECHNICAL ADDENDUM

### SKILLS

UX/UI Design, CSS/HTML, Visual Design, Rapid Prototyping, Concept Ideation, Collaboration, Atomic Design, Design Systems, Experience Strategy, Wireframing, Responsive Design, Mobile App Design, Web Design, Iterative Design, Accessibility Design, Data-Driven Design, User Flows, Experience Mapping, Journey Mapping, Personas, User Persona Creation, User Research, Usability Testing, Focus Groups, Facilitation, Test Planning, Surveying, Empathy Interviewing, A/B Testing, Design Documentation

### TOOLS

Figma, Sketch, InVision, Mural, Miro, UserTesting, Jira, Trello, Confluence, Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, InDesign), Github, Salesforce Marketing Cloud, Litmus, Movable Ink, Slack, Zoom, Google Workspace

### METHODOLOGIES

Design Thinking, Lean UX, Double-Diamond Design Process, Agile, Jobs To Be Done (JTBD), Product Development Life Cycle (PDLC), User-Centered Design (UCD), Qualitative & Quantitative Research

## REFERENCES

**Madhuri Jakkuraju**, Technology Lead @ PagerDuty — [mj.jakkuraju@gmail.com](mailto:mj.jakkuraju@gmail.com) / 804-405-6885

**Orlando Arias**, Head of Design @ SingleStone Consulting — [oarias@singlestoneconsulting.com](mailto:oarias@singlestoneconsulting.com) / 718-879-0001

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