

JAKE SMITH

Product Designer | UX Strategist | Information Architect

PROFESSIONAL SUMMARY

Product Designer with experience designing knowledge platforms, AI-assisted experiences, and content ecosystems that help people solve complex problems with confidence. Skilled in UX strategy, information architecture, interaction design, and cross-functional collaboration, with a background that bridges graphic design, storytelling, and product thinking. Passionate about reducing complexity through thoughtful design, aligning user needs with business goals, and building experiences that earn trust through clarity.

SELECTED IMPACT

- Designed experiences used by 65,000+ monthly users
- Contributed to a knowledge platform containing 2,800+ educational resources
- Built 185+ reusable components and 20 interactive prototypes
- Designed 3 major platform features from concept through implementation
- Mentored 4 designers through onboarding, critiques, and career development

EMPLOYMENT EXPERIENCE

UX/UI Designer | SPS Commerce | May 2024–present

Lead UX strategy, information architecture, and interaction design for The Supply Chain Source (formerly SupplierWiki), helping transform a content library into a knowledge platform that combines educational resources, AI-assisted discovery, and professional community experiences. Partner with Product, Engineering, Marketing, SEO, and Leadership to solve complex product challenges while balancing user needs, business goals, and long-term platform strategy.

Lead Graphic Designer | SupplyPike | June 2022–May 2024

Led creative initiatives while mentoring designers and helping elevate design quality across the marketing organization.

Graphic Designer | SupplyPike | May 2020–June 2022

Created visual experiences across digital, print, photography, illustration, video, and marketing campaigns while developing a multidisciplinary design foundation that continues to inform product design work today.

Supervisor – Melodie Hays, mkhays006@gmail.com

EDUCATION

John Brown University | Siloam Springs, AR | B.S. in Graphic Design, May 2020

PORTFOLIO & CONTACT INFORMATION

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