Sydney A. Smith

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Education

Dallas Baptist University
Management Information Systems

Cornell University
User Experience Certification

McKinsey Academy
Management Accelerator –
Hispanic & Latino Leadership Academy

University of Illinois
WCAG 508 Compliance Certification

IBM
Team Essentials for A + IAI Practitioner

Skills

Designing for Artificial Intelligence
Design + strategic thinking
Workshop facilitation
Qualitative + quantitative research
Design systems
Mobile + adaptive design
Information architecture + taxonomy
Agile methodology
Service Design Delivery Model
Building projects for scalability
Innovation / problem-solver
Coach + mentoring
Analytics + optimization
Collaboration
Front end development

Software

Figma / Sketch / Axure
Adobe Creative Cloud
ADO / Jira
Voice Flow
Pendo / Hotjar / Adobe Analytics / Power BI

Professional Experience

Thomson Reuters – Sr. Design Manager
April 2022 – Current

- Combined 3 distinct teams into one cohesive, high-performing, global pod that includes UX Design, UX Production, Research, Accessibility and Content for 23 workstreams on 9+ tech stacks.
- Workstreams include: Search (Coveo), Communities (Verint), In Product, Global Navigation, Find & Learn, Help & Support, Print (US/UK/CA), Renewals, Chatbot, DevEx, AppStore, Trials, Cart & Checkout, New Sales, CIAM, Partner & Product Training, Billing and Payments, User Management, Guest Pay, Support Tieckts
- Analyzed existing processes to identify ways to increase capacity.
- Collaborate with key stakeholders to ensure technical feasibility, work through ambiguity, and create solutions to scale.
- Partner with 25+ Product Managers and multiple department heads to reprioritize workstreams based on revenue, cost savings, scalability, roadmaps, and funding.
- Created and facilitated Project Lightshow – Thomson Reuters introduction to Artificial Intelligence. Led 10+ workshops to create experiences using AI and Design Thinking. This model was handed-off to the Design org for broader deployment.
- Created and guided a design organization of 200+ designers in a two-week Design Dash modeled after the Google Sprint methodology.
- Migrated millions of users from multiple legacy authentication models to a single model-CIAM.
- Built a scalable navigation to be used across the entire Digital landscape that included multiple countries and languages.

Aventiv Technologies – Sr. Design Manager
August 22, 2016 – 2022

- Champion the value of design and foster a culture of empathy company-wide by building and maintaining trust-based relationships with executive and partner groups across the company.
- Build and lead a team dedicated to design through recruiting, developing, retaining, coaching, guiding, performance management and managerial activities.
- Identify, prioritize and schedule UX work items related to design, including cross-feature/team dependencies and priorities.
- Drive UX team deliverables by removing obstacles, assisting with tactical issues, triaging bugs, scheduling UX reviews with stakeholders and leadership, and communicating product/team status.
- Working with Product Management to define priorities and scope features from a UX perspective.
- Driving the development of UX best practices and establish reusable design patterns and guidelines.
- Conduct user research to understand product UX issues and key scenarios to establish working priorities for current features and new initiatives.
- Builds and leads a team dedicated to design through recruiting, developing, retaining, coaching, guiding, performance management and managerial activities.

Tekzenit – User Experience Lead
October 2013 – August 2016

- Define look and feel for AT&T websites.
- Meet with business to define vision, technical feasibility.
- Translate user stories and requirements into sketches, wireframes, and interactive prototypes using Axure.
- Determine Information Architecture using tree tests and card sorts.
- Mentor and lead classes on User Experience Principles.
- Recruit designers from graduates from universities.
- Create User Interface using HTML 5, CSS3, using Foundation for Apps, Bootstrap or Flexbox.

American Airlines – UX/UI Lead
October 2010 – October 2013

- Define look and feel for American Airlines Cargo website.
- Organize information by creating visuals of content and sequencing.
- Prepare sketches, wireframes, and mockups.
- Convert mockups to workable handwritten HTML/CSS code.

Verizon – User Experience
January 2008 - April 2009

- Create UX/UI for Verizon Project Tracking Systems using HTML, JavaScript, and CSS.
- Design graphics, style guidelines, UI interfaces based on principles of Usability and Human Interface Design.

Southwest Airlines – User Experience
August 2006 – February 2007 (Contract)

- Create user interface designs for Customer Service Check-in System Application.
- Create storyboards based on Use Cases using Macromedia Director.
- Iterate with business stakeholders

Fossil, Inc – User Experience
August 2006 – February 2007 (Contract)

- Create User Interface for newly design ADIDAS Original brand and Performance brand timepieces using HTML, JavaScript, CSS, and Flash Actionscript 2.0 within ASP.net framework.

Dallas County – UX Manager
2002-2006

- Redesign Dallas County Website focusing on ease of navigation, enhanced user experience HTML, CSS, JavaScript, and Adobe Photoshop.
- Create online applications that use Human Factors design for greater efficiency and conforms to HTML 4.01 specification.
- Create screen mockups, process flows to turn over to software engineer for development and implementation.
- Develop and maintain the highest quality of graphics, content and architecture for all websites representing Dallas County
- Develop web content and format guideline used to ensure that website presents a favorable, professional image of Dallas County
- Write testing scripts and conduct usability testing.

- Work with payment gateway CyberSource to configure merchant IDs
- Work with domain registrars, SSL certificate providers to ensure continuous uninterrupted service for multiple domains and projects
- Interface with SecurityMetrics to maintain PCI compliance; work with network department to ensure all external facing IPs are secure.

References

Amy Smith
(former Sr. Director – Thomson Reuters)
612-817-0170

Paul Hunsicker
(former Sr. Director – Thomson Reuters)
414-736-7312