

TRICIA M. SMITH

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I am a UX Designer with over 10 years of front-end development experience and a passion for helping others to better understand how the things around them work. My background in development has shaped my detail-oriented approach to solving problems involving tight deadlines, teamwork, and strict adherence to guidelines.

EXPERIENCE

USER EXPERIENCE DESIGN IMMERSIVE FELLOW

GENERAL ASSEMBLY, NOVEMBER 2019 – FEBRUARY 2020

This 10-week, full-time User Experience Design Immersive Program at General Assembly includes over 500 hours of intensive professional training. The course develops skills and strategies across the user experience design spectrum:

- Conduct user interviews, heuristic evaluations and competitor analyses to identify opportunities to improve user experience
- Synthesize research findings into meaningful recommendations and actionable results
- Investigate and resolve user experience pain-points through usability testing
- Create affinity diagrams, user-flows, sitemaps, wireframes, interactive prototypes and other articles to illustrate the user experience
- Apply user personas and scenarios to develop relevant processes, flows and storyboards

MANAGER OF WEB AND ONLINE INITIATIVES

PRIM&R, NOVEMBER 2016 – JULY 2019

- Developed content management strategy and managed content schedule
- Introduced formal ticketing system for submitting website editing requests
- Defined and documented coding and visual standards
- Coordinated with third-party developers for back-end functionality, QA, and data integrity
- Directed website audit and redesign, and spearheaded information architecture restructuring
- Managed feature improvements, editing, and maintenance of website using Ektron CMS, and utilized analytics reporting to drive content and improve SEO

CONTENT MIGRATION SPECIALIST

HARVARD BUSINESS SCHOOL, JUNE 2015 – SEPTEMBER 2016

- Migrated content from over 100 alumni club websites using iModules CMS
- Documented and tracked all QA issues within an internal tracking system
- Created, edited, and maintained site images and multimedia

WEB CONTENT MIGRATION SPECIALIST

PERKIN ELMER, AUGUST 2014 – JANUARY 2015

- Edited content, HTML, and CSS, and created new pages with Tridion CMS
- Copy-edited and rewrote technical product descriptions as necessary

USER EXPERIENCE ENGINEERING - TEACHING ASSISTANT

HARVARD EXTENSION SCHOOL, SEPTEMBER 2014 – DECEMBER 2014

- Assisted with student grading and coordination of homework requirements
- Answered questions via email and forums

CONTENT SPECIALIST

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS, SEPTEMBER 2013 – MAY 2014

- Edited content and created new pages in Teamsite CMS and IBM WCM
- Updated JavaScript payment calculator, and edited other scripting as needed

WEB DEVELOPER

CONSTANT CONTACT, JULY 2008 – JULY 2013

- Created and edited pages and A/B tests
- Architected new CSS structure during a complete site redesign
- Closely coordinated with UX and Design teams on all facets of website look and feel
- Assisted in the development and documentation of coding standards
- Participated in both Scrum and Kanban agile development systems

EDUCATION

COMPUTER GRAPHIC DESIGN CERTIFICATION

MOUNT WACHUSETT COMMUNITY COLLEGE, 2003 – 2004

ADDITIONAL SKILLS

USER EXPERIENCE DESIGN

- Working knowledge of Axure, Sketch, Figma, InVision, and Adobe XD
- Experience in conducting and synthesizing user research
- Deep understanding of information architecture

WEB DESIGN & DEVELOPMENT

- Highly skilled in front end development, using HTML5, CSS3, and JavaScript
- Proficient in Adobe Suite products
- Working knowledge of CGI/Perl, PHP, MySQL, XML, SVN, and git
- Experience with a variety of CMS frameworks