

KELSEY SMITH

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EMPLOYMENT

Senior User Experience Designer

Fortis Life Sciences (Remote), January 2022 – present

Designed and managed a universal component library for the Fortis ecommerce website, led multiple onsite information architecture and design workshops using the Lightning Decision Jam method, redesigned checkout and product pages to accommodate in-progress nanoComposix and Empirical Bioscience catalog integrations.

Senior User Experience Designer

CashStar/BlackHawk, August 2019 – January 2022

Designed and user tested a suite of new features for our white label ecommerce products, facilitated user experience and accessibility audits, and built relationships with third party vendors whose tools we used.

Senior Programmer Analyst

L.L.Bean, May 2019 – August 2019

Wrote A/B design tests to evaluate site performance and conversion as well as managed website tags and analytics.

Senior Front End Developer & Designer

CashStar/BlackHawk, July 2015 – May 2019

Customized Gift Card purchase flows and eGift Cards to match brand standards. Contributed web designs for new products including Product eGifting, Storefront, and the new Recipient Experience. Worked to unify shared media across multiple projects using LESS, HTML, JS/React, Django. Clients include Starbucks, Delta, Hulu, Uber, Nordstrom, Sephora, Lululemon.

Graphic & Web Designer

Puelle Design, March 2013 – July 2015

Designed and developed a suite of websites for a niche market of energy efficiency companies as well as campaign materials for nonprofits, local ski mountains, and land conservation groups. Managed large-scale print pieces and mailers beginning with the design of the product and ending with overseeing press-checks for quality at the print house.

Lead Designer

Hurricane Island Outward Bound School, July 2012 – March 2013

Coordinated and designed both print and digital campaigns - including website design, front-end development, course catalogs and posters. Developed creative content for the website, such as staff and gear photography.

Senior Web Designer

Pemaquid Communications/Plein Air Interactive, January 2011 – July 2012

Worked closely with the programmer and project manager to design and develop engaging web standards-compliant websites and social media presences that fit within the client's brand. Assisted in the design and development of a custom Django CMS system for clients.

EDUCATION

Bachelor of Fine Arts in Graphic Design with Honors

Maine College of Art, 2012

SKILLS & INTERESTS

Mac & Windows OS, Sketch, Figma, Abstract, Zeplin, Adobe Creative Suite, Google Apps, Microsoft Suite, Visual Studio Code, HTML, JS/React, photography, photo editing