

Kelsey Smith

SENIOR PRODUCT DESIGNER

Product Strategy • UX Design • Design Systems • Information Architecture • User Research

Senior Product Designer with 12+ years of experience designing digital products, e-commerce experiences, and enterprise software. Known for leading cross-functional initiatives, aligning stakeholders around a shared vision, and transforming complex business challenges into scalable, user-centered solutions. Experienced facilitating workshops, shaping product strategy, building design systems, and partnering closely with engineering to deliver thoughtful digital experiences.

Senior User Experience Designer

Fortis Life Sciences, 2022

Led the design of user-centered digital experiences across Fortis Life Sciences' web properties and internal applications, partnering with cross-functional teams to modernize the company's digital ecosystem and establish scalable UX foundations.

- Modernized the Fortis Life Sciences digital experience by leading a comprehensive website redesign that established a scalable foundation for future growth.
- Aligned cross-functional stakeholders around a shared vision for information architecture and navigation through collaborative discovery workshops.
- Established a scalable widget-based content system and reusable UX patterns that improved consistency across the organization's digital ecosystem.
- Delivered detailed UX specifications and collaborated closely with product managers and engineers to ensure high-quality implementation.
- Partnered with business and product leaders to shape UX strategy, identifying opportunities that improved usability while balancing user needs, technical constraints, and business objectives.
- Drove continuous UX improvements by identifying usability opportunities that balanced customer needs, business priorities, and technical constraints.

Senior User Experience Designer | 2019 - 2021

Senior Front End Developer & Designer | 2015 - 2018

BlackHawk Network (Formerly CashStar)

Designed consumer-facing digital gifting experiences and collaborated with cross-functional teams to deliver innovative e-commerce products, product concepts, and branded customer experiences.

- Shaped the customer experience for digital gifting products by designing end-to-end workflows that balanced user needs with business objectives.
- Influenced product strategy by concepting next-generation digital gifting experiences, including recurring gifting, multi-brand gift cards, and enhanced gifting workflows.
- Created a branded demonstration experience that became the company's primary platform for showcasing digital gifting products, product concepts, and customer experiences.
- Partnered with product managers, engineers, marketers, and business stakeholders to transform ideas into intuitive, user-centered experiences.
- Applied user-centered design principles throughout the product lifecycle, from concept exploration and wireframing to high-fidelity prototypes and developer handoff.

Senior Programmer Analyst

L.L.Bean, 2019

Managed website tag implementation and analytics infrastructure, ensuring accurate tracking, supporting A/B testing, and providing actionable insights for digital optimization.

- Led A/B testing initiatives to evaluate user behavior, improve digital experiences, and support data-informed product decisions.
- Drove website analytics and tag implementation, ensuring accurate data collection to measure customer engagement and site performance.
- Analyzed customer behavior and performance metrics to uncover insights that informed website enhancements and conversion optimization efforts.
- Supported the continuous improvement of L.L.Bean's digital experience by combining analytics, experimentation, and business objectives to drive measurable results.

Contact

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Skills

Product Design

Product Strategy

UX Design

UI Design

Design Systems

Information Architecture

Interaction Design

Research

User Interviews

Usability Testing

Journey Mapping

Personas

Competitive Analysis

Accessibility (WCAG)

Collaboration

Stakeholder Workshops

Agile

Design Critiques

Developer Handoff

Tools

Figma

Sketch

Adobe CC

Jira

Confluence

Miro

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Graphic & Web Designer

Puelle Design, 2013 - 2015

Partnered with a diverse portfolio of clients to create print and digital marketing materials that strengthened brand identity and supported business objectives across tourism, hospitality, conservation, and outdoor recreation.

- Designed marketing collateral, publications, advertisements, direct mail, signage, and other print and digital assets for clients including **Maine Coast Heritage Trust**, **Sunday River**, and **Sugarloaf**.
- Collaborated directly with clients to understand business goals, present creative concepts, and refine designs through an iterative feedback process.
- Managed multiple projects simultaneously, balancing competing priorities while delivering high-quality creative work within tight deadlines.
- Prepared production-ready files and coordinated with vendors to ensure quality and consistency across printed materials.
- Maintained brand consistency while adapting design solutions to meet the unique needs of organizations across a variety of industries.

Lead Designer

Hurricane Island Outward Bound School, 2012 - 2013

Supported the organization's marketing and communications efforts by designing print and digital materials that strengthened brand awareness and promoted outdoor education programs.

- Designed brochures, advertisements, event materials, publications, and other marketing collateral that reflected the organization's mission and visual identity.
- Collaborated with internal stakeholders to translate program goals into both clear and engaging visual communications.
- Maintained brand consistency across a variety of print and digital projects while managing multiple priorities.
- Guided projects through final production, preparing press-ready files and collaborating with print vendors to maintain quality and accuracy.
- Contributed to storytelling efforts that helped communicate the impact of experiential outdoor education to prospective students, donors, and supporters.

Senior Web Designer

Plein Air Interactive (formerly Pemaquid Communications), 2011 - 2012

Collaborated with developers and project managers to design accessible, standards-compliant websites that aligned with client brands, business goals, and WCAG best practices.

- Designed user-focused websites and digital assets with a strong emphasis on accessibility and WCAG compliance.
- Partnered with developers and project managers to translate client requirements into functional, standards-compliant web experiences.
- Created branded web and social media assets while maintaining consistency across channels.

Education

Bachelor of Fine Arts in Graphic Design with Honors

Maine College of Art, 2012