

OWEN EDMUND SMITH

User Experience & Product Designer

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Innovative UX Designer working at one of top ranked and top web-trafficked hospital systems in the world, the Cleveland Clinic. Passionate about creating digital user experiences that benefit users in a variety of environments - considering user's mental health, wellbeing, and life experiences.

Professional Experience

CLEVELAND CLINIC - *CLEVELAND (REMOTE)*

2021 — Current

UX Designer

- Established and built a comprehensive design system consisting of numerous components and styles from scratch, creating responsive components allowing for user-friendly designs that effectively deliver health content and facilitate easier access to care for our users.
- Working on a small team of 4 designers across an organization of 80,000 employees and billions of site visits each year – creating an environment prioritizing the need to learn quickly, collaborate, and lead multiple large-scale projects upon hire. Created cadences for design check-ins, increasing collaboration amongst our small team.
- Collaborated effectively across teams to manage multiple complex projects simultaneously.
- Created detailed documentation to facilitate a smooth hand-off to developers and guarantee compliance with design and accessibility standards.
- Played a key role in enhancing the UX of multiple Cleveland Clinic websites, collaborating with cross-functional teams, including SEO, to achieve a remarkable 55% YoY traffic increase and secure a position among the top three healthcare sites globally.
- Lead UX Designer on the largest Product team within the organization, balancing end-to-end Product Design with collaboration with Researchers, Developers and other roles in an Agile/Scrum setting; allowing anything from long-term projects to quick fires to be worked on at the same time, efficiently and successfully.
- Led and designed large-scale projects for various tools such as Find a Doctor, Wayfinding, and Health Library, meeting diverse goals and requirements from the Product Owner, Business, & our Users.
- Facilitated Accessibility Governance meetings and engaged stakeholders in ensuring the highest level of accessibility for the website, resulting in improved accessibility scores MoM.
- Mentored and guided junior designers on design projects, educating them on Design System standards and how to properly collaborate with developers to ensure adherence to design and accessibility standards.

SELF-EMPLOYED - *CLEVELAND (REMOTE)*

2017 — 2021 & 2024

Freelance Designer and UX Consultant

- Consulted for a Silicon-Valley based healthcare start-up, with a mission to reinvent the ways users navigate healthcare. Contributed designs for appointment booking and sign-up flows, aimed at improving the experience for their older user base – ensuring the user experience is intuitive and simple for these types of users.
- Consulted with a video production agency, assisted them with rebranding to a full-fledged design studio. Created design for an improved website showing their case studies and connecting their brand with their audiences user needs in more efficient ways.
- Garnered clients both in class and beyond through recognition as a standout designer, executing anything from e-commerce UX/UI design to branding. Showcasing adaptability across various industries.

Design & UX/UI Assistant Instructor (TA)

- Mentored and inspired 16 talented high school students, dedicating nearly 12 hours daily to teach design and UX fundamentals -- offering guidance on portfolio development, applying to art schools, and fostered enduring relationships with students, offering guidance post-course completion.
- Employed an inclusive approach, combining projects, lectures, and constructive feedback to foster students' growth and development. Education included teaching students the Adobe suite, designing UX/UI case studies, branding, & mentorship on professional development.

Education

CLEVELAND INSTITUTE OF ART - CLEVELAND

Bachelor of Fine Arts in Graphic Design, *Minor in Photography*

Extensive Coursework in: Graphic Design, UX Methods & Tools, UI Design, & Web Design & Coding (HTML/CSS).
BFA Thesis Nominated for Cleveland Institute of Art's President's Traveling Scholarship.

Additional Education: Vitaly Friedman's Smart Interface Design Patterns course, CreativePro's Accessibility Conferences, etc.

Honors & Awards

- **Caregiver Excellence Award:** Recognized as UX Lead for successfully assisting in the facilitation of transitioning multiple sites and products from one CMS to another – requiring redesign, extensive collaboration, and comprehensive Design QA.
- **Appreciation Awards:** Received over 10 Appreciation Awards for outstanding contributions to multiple large-scale products across various product teams.
- **Yearly Service Reviews:** Achieved Outstanding Service Award for three consecutive years during yearly service reviews, reserved to represent the highest level of recognition within teams & the organization.

Skills & Technical Proficiencies

UX Design: Design Systems (Creation, Expansion, & Organization), Advanced Prototyping, UX Team & Cross-Team Collaboration, Figma, Adobe Suite, WCAG Accessibility Standards, Zeroheight, Miro, etc.

UX Research: User Research, Personas, Journey Maps, Unmoderated/Moderated User Testing, PlaybookUX, Competitive Analysis, A/B Testing, User & Stakeholder Interviews, Product Requirements, Strong User Empathy & Knowledge

Development: HTML/CSS, CMS Design Transition & Intergration (Wordpress, Sitecore, & Sanity), Developer Collaboration & Communication, Design Documentation & Specs for Dev, Design QA, Storybook Dev Design System

Volunteer

DEI Supplier Accelerator: Program for 10 Diverse Community Business leaders to have their small businesses reviewed by Cleveland Clinic & University Hospitals leaders. Provided feedback on their websites usability, design, and messaging.

Community & Educational UX Mentor: Continued engagement with students at CIA, speaking on my experience, their projects, and giving feedback on BFAs. Mentor for others who have reached out on getting started with UX in Cleveland.