

# KENDALL SMITH

PRODUCT DESIGNER | HEYKEN.DESIGN

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Passionate about people, I have found the best user experiences are built when design, research, and marketing are coalesced to create accessible solutions that empower all.

## EDUCATION

### Springboard

UX/UI Design Bootcamp  
September 2020 - March 2021

### Tech Talent South

Front End Web Design Certificate  
2018

**Duke Continuing Studies**  
**Digital Marketing Certificate**  
2015 - 2016

**Appalachian State University**  
B.S. Electronic Media Broadcasting,  
Marketing minor  
2011 - 2015

## SKILLS

### Design

Information Architecture,  
Sketching, Wireframing,  
Prototyping, Personas,  
Storyboarding, User Flows,  
building Style Guides, Leading  
Design Sprints and Co-creations

### Research

User Interviews, Usability Testing,  
Heuristic Evaluation, User Stories,  
Empathy Mapping, and Journey  
Mapping

### Tools

Figma, FigJam, Sketch, InDesign,  
Miro, Overflow, and Adobe  
Creative Suite

### Marketing

Copywriting, Project Management,  
Product Launching, Public  
Speaking, and Digital Marketing

## EMPLOYMENT HISTORY

### Product Designer

**Red Ventures** - Charlotte, NC | June 2021 - Present

- Responsible for the development and design of Bankrate cards pages, tools, and paid experiences that resulted in an increase in response conversion and revenue.
- Develop, maintain, evolve, and design within style standards (spanning desktop and mobile), with an eye towards efficiency and a consistent user experience.
- Work cross-functionally with Product, Marketing, UXR and Engineering partners representing design at Bankrate, providing and seeking feedback, and participating in feature prioritization and planning.
- Lead co-creations and design sprints for large scale projects.
- Lead monthly Associate and Mid-level Creative Showcase. A design critique that provides the opportunity for newer designers to practice presenting their work without the pressure of senior leadership attending.

### Product Designer, Internship

**MilSO Box** - Remote | March 2021 - April 2021

- Responsible for User Research, Information Architecture, Visual Design, Prototyping, and User Testing.
- Use both quantitative and qualitative data to solve the problem.
- Create high-quality design deliverables, including; a sitemap, wireframes, and a testable prototype, that were in line with business goals, while remaining customer-focused.
- Help define and prioritize product requirements and UX roadmap, working closely with co-designer and CEO.
- Work with co-designer and stakeholders, to help define product requirements and roadmap.

### Associate, PR & Digital Marketing

**bde** - New York, NY | Aug 2018 - May 2021

- Worked cross-functionally to provide strategic and creative counsel for international luxury hospitality and interior design brands.
- Designed, developed and A/B tested organic and paid digital marketing campaigns to increase revenue on client's e-commerce website. Grew client's social following 56% in one year.
- Project Manager for launch of two international initiatives to increase brand awareness and sales for clients. Developed strategy plan, presented to C-Suite executives, and led a team of three.

### Account Executive

**GGM&D** - Charlotte, NC | Oct 2015 - Aug 2018

- Guided day-to-day development of account projects, including managing project timelines and budgets, working cross-functionally with the in-house creative team, software engineers, and outside vendors. In this position, I worked on seven local accounts ranging from small financial institutions, restaurants, and automotive shops.