

Brooke Smith

Senior UX Designer

Brooke is an experienced UX/UI designer specializing in enterprise and SaaS applications. With expertise in design systems, user research, and rapid prototyping, she creates intuitive interfaces that streamline workflows and enhance engagement. Brooke also has a strong background in team management and inclusive design, delivering impactful solutions that align with user needs and business goals.

PORTFOLIO

[Figma Slides](#)

DESIGN SKILLS

Accessibility, Adobe Photoshop & Illustrator, Application Design, Design Operations, Design Systems, Design Thinking, Enterprise Data, Figma, HTML/CSS, Inclusive Design, Internal Tools, Jira, Miro, Rapid Prototyping, Product Management, Time Management, Salesforce Marketing Cloud, User Research

EDUCATION

- UX Certification
Nielsen Norman Group | Feb 2024
Certification ID: 1062304
- Bachelor of Science: Information Systems and Technology & Management
Old Dominion University | 2013

PROFESSIONAL EXPERIENCE

2024 – UX Consultant at Predictive UX

Responsibilities:

- Acted as UX/UI research lead for a 12-week consulting engagement with a Fortune 500 Healthcare company, collaborating closely with key stakeholders and end users to conduct discovery work and identify critical pain points in their knowledge management workflow and the user experience of their information management ecosystem.
- Documented current state workflows targeting key inefficiencies, providing the groundwork for program-level decision-making.
- Delivered actionable insights and UX recommendations as input into a future state journey map highlighting opportunities to improve the user experience and streamline access to knowledge critical to resolving issues at the point of care, enabling a 50% faster information retrieval rate. These enhancements improved immediate operational efficiency and laid the foundation for future AI-powered capabilities within the system.

2021 – 2024

UX Designer at SingleStone Consulting

Responsibilities:

- Continuous collaboration & nurturing of key relationships across product, internal customers, data/financial analysts and engineering to improve existing patterns, inspire innovative solutions for new features and use cases, as well as influence future product roadmaps.
- Actively practicing persuasion and negotiating & flexibility with product and the business to manage design backlog due to limited design resources, intent ambiguity and scope change during project(s).
- Leveraging internal design systems to create rapid prototypes and interaction designs with data visualizations along with detailed assets for engineering implementation.
- Tech Stack: React Frontend (Javascript), Microservice Backend (Java), Python Lambdas, AWS, OAuth 2.0 flows, Docker

UX manager dedicated to building an inclusive design team culture and providing thought-leadership content for the firm.

- Managing and mentoring three direct reports through weekly check-ins where I monitor client health and discuss active professional development progress.
- Occasionally leads design critiques and front-end programming lessons.
- Assists Director of Design with design strategy and operations to align on larger consulting business priorities and execute remote team offsites.
- Published firm article titled “Ask A Designer Anything” for junior designers in the beginning of their UX career journey.
- Facilitated firm wide training titled “Design Systems: UI Audit 101” to assist consultants solving complex problems with their clients and dramatically help product teams make smarter development decisions.

2017 – 2020

UX Designer at Capital One

Responsibilities:

Built, tested, and deployed email campaigns from Salesforce Marketing Cloud leveraging Email, Web & Automation Studio(s) for the Commercial Bank line of business.

- Implemented subject line A/B and multivariate testing to develop compelling marketing emails that aligned with the brand standards and industry leading email principles.
- Maintained deployment and QA processes documentation to ensure all communications are brand compliant.
- Collaborated closely with Art Directors, engineers, product managers, methodological experts, and users to deliver award-winning experiences.
- Facilitated understanding of modern UX design tools to the broader team (Sketch, XD, Photoshop, Figma, InVision) through workshops, office hours and monthly trainings.

2015 – 2017

Web Designer and Project Manager at Race IT

Responsibilities:

Supported UX Manager and marketing team in producing customized registration templates, style guides, inner page designs, and supplementary components for client projects.

- Collaborated with the development team to help ensure execution of pixel-perfect and to support quality assurance on projects.
- Developed and implemented the company's first blog using the Orchard CMS platform, as well as templated themes for partner clients.
- Managed a single large-scale software application redesign project.
- Communicated effectively to translate design requests between developers, content contributors, designers, and marketing colleagues.

2013 – 2015

Responsive Web Designer at Dominion Enterprises

Responsibilities:

Designed fully responsive dealer websites from ideation to execution and within client brand constraints (discovery, wireframing, high fidelity compositions, and collaborated with developers.

- Translating written/verbal themes and ideas into appropriate visual design.
- Managed numerous design projects in Salesforce while navigating project obstacles.
- Optimized complex website information architecture with support of the account team.
- Demonstrated my understanding of visual communication through my attention to detail, a keen eye for clean user interfaces, and color theory.

Awards

Nominee, 2024 MLM Awards: Shatter the Glass Ceiling Category

Affiliations

- Director
 - Women Who Code
 - Girls Who Code
- UX Mentor
 - Thinkful
 - ADPList
- Featured In
 - 28 Days of the Web