

Dana Smith

Summary Flexible, multi-disciplinary designer with a human-centered process
Systems thinker with an empathic approach and eye for design implications
Strong visual, verbal, and written communication skills
Comfortable working in collaborative and independent roles
Passionate about creating products that exude empathy and elicit joy
Inspired by new challenges

} Multi-disciplinary
Human-centered
Systems thinker

Portfolio www.danasmithdesigns.com

Experience & Education **Interaction Design Consultant - Freelance**
December 2008 - Present, San Francisco, CA

Clients include Pure Digital, creator of the Flip video camera.

Interaction Design Consultant - Cooper
February 2007 - December 2008, San Francisco, CA

Primary roles:

Primarily responsible for project narrative, goal articulation and focus, and design cohesion. Regular activities include conducting and synthesizing user and stakeholder research, articulating findings through examples, personas, scenarios, diagrams, and documents, ensuring all aspects of designs meet user needs and goals, documentation of design rationale and specifications, and day-to-day project management and client communications.

} Synthesis
Design cohesion
Project management

Work includes:

A vision to remove the pain from air travel (convergence of IxD, ID & Service design), a portal for a leading CAD software publisher's global partner network, and a log management application. Arranged and helped facilitate a workshop at the 2008 SF VizThink conference. Migrated the company's documentation templates to InDesign. Wrote about company culture and team dynamics on the Cooper blog. Worked with Alan Cooper on an exploratory project.

Interaction Designer - XPLANE, The Visual Thinking Company
October 2005 - January 2007, Portland, OR

Primary roles:

Clarification of complex content, wireframe-level information design and visualization, collaborative creative direction, interactive design, and experience design. Intermittent project management, visual design, and client relationship management.

Became XPLANE's first Interaction Designer. Advanced from contract incubator work to Concept Developer to writing the Interaction Designer job description in one year.

} Clarification
Visualization
Maps & diagrams

Work includes:

Includes Autodesk, Allea Energy Ventures, Equant, and Arbor Custom Homes. Project types include print pieces, an on-screen presentation, an interactive flash application, a website, and an asset management web application. Drove the design and implementation of XPLANE's first large-scale experience design installation.

Savannah College of Art and Design (SCAD)
2002 - 2005, Savannah, GA

Education:

User-centered design at the convergence of human interactions, products, and services.

Degree: BFA, Industrial Design, with a focus on Interaction Design

} Convergent design

Industrial Design prototype shop work:

In 2005, designed an information system to communicate safety, operational, material, and upkeep information to a broad range of shop users through modular signage. The system was purchased by the school for installation.

During 2003-04, helped teach shop users appropriate use of materials and techniques, and ensured safe practices.

Experience & Education

Account Executive - The Community Review & Journal Newspapers 2002, Decatur, GA

Primary roles:

Consistently met and exceeded sales goals, initiated and maintained long-term relationships with advertisers. Single-handedly maintained all aspects of each account.

Recognition & Leadership

Facilitator, Cooper session at VizThink conference, 2008.

Visualization commentary, TechCrunch.com, 2006.

President, Students of Design Association, SCAD. 2004-05.

Lead a team of volunteer students to re-energize our student organization as a vehicle for community building and communication. Work included proposal and implementation of a variety of student activities ranging from social to educational, all designed and managed for easy replication by future organization leaders.

Finalist, Industrial Design Charrette, sponsored by Liz Sanders, 2005.

Team development, testing, and execution of a unique Participatory Design research method during a 72-hour immersive challenge.

Skills

Professional

- User and stakeholder research, including contextual inquiry and interviews
- Heuristic evaluation
- Translation of findings into actionable insight through collaborative visual modeling, persona, scenario, and storyboard development
- System- and interface-level interaction design
- Concept and process flow mapping/diagramming
- Detailed documentation including research findings, design process, and specifications.
- Project management
- Client research scheduling guidance and support

Academic

- Participatory design research
- Competitive, market, and trend analysis
- Rapid 3D visualization through sketching and 3D modeling
- 2D prototyping - paper and digital, both wireframe and refined versions
- 3D prototyping - including wood, foams, plastics, metals
- Usability testing
- Universal Design evaluation

Software

Advanced

InDesign, Illustrator, Fireworks

Familiar

Photoshop, Omnigraffle, Alias StudioTools, HTML & CSS