

GREGOR SMITH

209 W Wyatts Pond Lane
Cary, NC 27513

Mobile: +1 (980) 939-5540
Alt: +1 (704) 237-0352

gregor@gregorsmith.org
<http://www.gregorsmith.org>

SUMMARY

Quality-focused web design professional with over 20 years' experience in ensuring design requirements are met completely.

EXPERIENCE

UX Designer, MetLife

Cary, North Carolina — 2021-2022

- Lead UX Designer on multiple projects across multiple products within the MetLife family.
- Developed detailed wireframes, user flows, variants, and other deliverables to effectively communicate designs and requirements.
- Worked extensively within Adobe XD, Figma, and InVision for approval processes.

Senior Front-End Developer, That's Nice

Apex, North Carolina — 2016-2019

- Lead Developer on multiple projects within the Life Sciences and Pharmaceutical industries.
- Worked extensively within the HubSpot COS platform to create rich interactive experiences across multiple devices.
- HubSpot Design Certified (June 2017 - July 2018).
- Assisted UX team with creation of UX designs using Sketch, Adobe XD, and InVision for approval processes.

UX Designer, Lenovo

Morrisville, North Carolina — 2016

- Lead UX Designer on large scale intranet project across 77 countries.
- Developed wireframes and sitemap documentation for key stakeholders.
- Worked closely with development team based all around the world to ensure high quality output within project timeline and parameters.

UX Designer; Senior UX Designer, 3C Institute for Social Development

Cary, North Carolina; Durham, North Carolina — 2013-2016

- Lead UX Designer on multiple projects ranging from small websites to large web applications to e-commerce shopping carts.
- Developed detailed wireframes, user flows, mockups, and other deliverables to effectively communicate designs and requirements.
- Worked closely with Design, Development, and Management teams to conceptualize, prioritize, and build features in accordance with technical requirements.
- Front end development using PHP Laravel framework, React.js, and Bootstrap.
- Designed user interfaces for mobile app on Android platform.
- JIRA Administrator and Scrum Master.

Web Designer, Diet Chef

Edinburgh, Scotland — 2011-2012

- Updated and maintained large custom e-commerce website in a team environment using SVN and Git version control.
- Designed focused print and digital advertising campaigns.
- Designed and executed large scale multi-lingual email campaigns sent to over 230,000 customers in 5 countries.
- Performed multi-variant testing on UX strategies and requirements.
- Facilitated communication between web and management teams through the use of wireframes.

- Promoted the use of best practices and compliant front-end HTML and CSS development techniques.

Web Designer, Freelance

Charlotte, North Carolina; Decatur, Georgia; Edinburgh, Scotland — 2009-2011

- Met with clients to assess requirements of projects on an individual basis.
- Produced mock-ups for client approval using Photoshop and Illustrator.
- Created websites from approved design using a mixture of PHP, MySQL, HTML and CSS.
- Hosted and maintained websites in a UNIX environment.

Interactive Web Specialist, Yodle

Charlotte, North Carolina — 2008-2009

- Created stylish HTML brand templates for different customer segments.
- Mirrored existing customer websites for paid search campaigns.
- Handled Technical Support cases in a timely and efficient manner.

Web Developer, WebsiteBiz

Charlotte, North Carolina — 2007-2008

- Developed new and updated existing code individually and in a team environment.
- Worked with account managers and clients to understand requirements and clarify conceptual needs for campaigns.
- Assisted in the development of detailed project specifications.
- Created and maintained project plans to update clients on status of the campaign.
- Proactively made strategic recommendations applicable to the client's campaign

EDUCATION

Glasgow Metropolitan College

Multimedia Design and Production — 1996-1999

SKILLS

Design: Adobe Creative Cloud (Photoshop, Illustrator, XD), Axure RP, Omnigraffle, Sketch, InVision.

Development: HTML, CSS, Bootstrap, PHP, Javascript, Agile Methodologies