

courtney smith : visual thinker

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objective:

Design position with a leading creative firm or team that develops smart, functional, and beautiful interactive experiences

what I do:

Communicate understanding, humanize technology, defy gravity

qualifications:

- Extensive experience managing large creative teams comprised of UX architects, industrial and visual designers, production artists, and developers
- Able to guide and inspire project teams and lead them through all steps in the development process including interaction design, user experience, industrial design, visual design, production, and user testing
- Comfortable working in multi-vendor and multi-agency environments; experienced in collaborating with large international client teams
- Extensive experience designing for dynamic sites with large amounts of information and complex back-end systems
- Strong understanding of Internet technologies; experience in both online and offline application development including mobile content and delivery

work experience:

Adobe Systems - User Experience Architect

October 2008 - Present

- Creative consultant for a range of clients; primary responsibility: UX definition and design

Thinkmap, Inc. - Director of Human Computer Interaction

June 2007 - October 2008

- Creative lead on all visual and interaction design for a software company developing proprietary tools for relational database visualization

Smart Design - Director, Interaction Design

January 2005 - June 2007

- Evangelize and lead the interaction discipline in the NY office of Smart Design
- Manage resources, provide oversight on all client work
- Team Lead for a broad range of projects including automotive, design opportunities definition, financial applications, hardware design, and mobile devices; responsible for overall vision, quality of work, and management of budget/schedule
- Active participation in business development; proposal writing, budget and schedule estimates, capabilities presentations and client pitches
- Responsible for team development and job satisfaction

project highlights:

Bank of America

Account lead for Bank of America; team lead on several projects developing internal and external customer facing applications/tools. Each project starts with primary observations on the users of the system and involves close collaboration with the Bank's internal team to insure all security, legal, and technical requirements are satisfied

iRiver clix

Team lead on the design and development of the UI design and interaction definition for the iRiver clix mobile entertainment device. Was also responsible for re-branding the second generation device which included both naming and identity development

Microsoft Vista Hardware Design

Team lead on the design and development of Vista specific hardware designs that promote and enhance the new search functionality in the Vista Start menu

Nike Considered

Collaborated with the Nike design team on the development of performance concepts for running shoes under the Considered label, which is Nike's sustainable design initiative

NYC Taxi 07

Collaborated with a large internal team along with Antenna Design and Birsel & Seck to develop a full scale Taxi prototype for the 2007 auto show. The project included physical and interaction design along with a new Taxi identity and exterior graphics

Plumb Design - Creative Director

March 1998 - September 2004

- Provided creative direction and leadership for all of Plumb Design's client projects: Led design and development for a broad range of interactive projects including online marketing/branding sites, product presentations, eCommerce applications, retail spaces, kiosks, museum exhibitions, mobile devices, and interactive games
- Managed design team comprised of up to 15 visual designers, information architects, and production artists: mentored, guided, and coached junior team members
- Worked closely with the company's principals to define and manage marketing and branding initiatives
- Developed and presented new business presentations and pitches
- Contributed to a variety of internal initiatives including recruiting, training, public speaking, and the development of design standards and processes

project highlights:

Bacardi Ciclon

Designed a Flash-based brand site to promote the launch of a new Bacardi Global brand: Ciclon. The site targeted a young, hip, male audience through the use of hyperactive motion, edgy illustrations, sound design, and an engaging online game

Brooklyn Public Library

Designed and developed the site and content management system for the Brooklyn Public Library. The site had to effectively communicate to users across a wide spectrum of age levels and ethnicities while staying true to the BPL brand

Daimler Chrysler

Led a large multi-agency team of designers and developers in Germany to relaunch the global Mercedes-Benz online presence. Developed Alpha site that incorporated Quicktime and flash product presentations, and a working car configurator

Merrill Lynch

Designed a multi-language global portal for Merrill Lynch's International Private Client Group. The site leveraged a complex Vignette-based CMS

Motorola

Designed the comprehensive Motorola History Online site, the online extension of Motorola's physical history museum. A dynamic interface presented each artifact from the collection in multiple contexts: users can find related content by time, relevance, and content type

Museum of Jewish Heritage

Designed both the kiosk UI and a companion site for an exhibit at the Museum of Jewish Heritage featuring Jewish soldiers in WW II. The kiosks made extensive use of Flash streaming video to present veteran testimonials within a compelling, rich interactive interface. A video recording kiosk enabled visitors to record their own war story and submit a video commentary to the exhibition

Ovid Technologies

Designed and developed several online applications for Ovid Technologies which provides subscription based and pay per view access to online medical publications/journals

Plumb Design Visual Thesaurus

Designed the online site for Plumb's signature product offering: the Visual Thesaurus. The site introduces the visitor to the concept of an interactive thesaurus and entices exploration through strong typographic elements and real-time usage statistics

Shiseido Cosmetics

Designed a series of branded in-store kiosks for the Shiseido Studios in Soho and Santa Monica. The Shiseido Studio represented a new type of non-transactional retail store in which consumers were invited to explore and test Shiseido products without any purchasing pressure. The project involved the art direction and re-shooting of the entire Shiseido product catalog

Sony Music Licensing

Designed an interface to Sony's B2B music licensing system based on Plumb Design's proprietary Thinkmap technology. The application enables users to search and browse through one of the largest collections of recorded music through an intuitive, playful interface and entices exploration through strong typographic elements and real-time usage statistics

Media 5 Productions - Senior Digital Designer/Animator

August 1997 - March 1998

- Designed a variety of internal and external projects including broadcast computer animations, corporate interactive presentations, large scale websites, and pre-press graphic designs

Alias|Wavefront - Application Engineer

July 1995 - August 1997

- Provided pre- and post-sales support to customers through training, consultation, and contract services

awards:

- 2003 Communication Arts Award of Excellence in Information Design, Visual Thesaurus
- How Magazine Digital Design Annual Merit Award, Visual Thesaurus
- Webby Awards Nominee, Visual Thesaurus 2001
- Print Magazine Digital Design Annual, Experience Music Project & Shiseido Studio Kiosks

speaking engagements:

- Art Directors Club, Thinking Creatively: Designing Interactive Experiences - Keane University, NJ 2007
- ACD Seminar, Space Within a Space: Kiosk Design for Shiseido Studio - Minneapolis, Minnesota 2002
- Dataseminar 4.0, Next Generation Interface Design - Oslo, Norway 1999

education:

- College for Creative Studies, Detroit, Michigan BFA Industrial Design 1995
- Savannah College of Art and Design, Savannah, Georgia 1989-1990

interests:

- being a dad, books, gadgets, HCI, information visualization, movies, technology, tinkering

* References available upon request.