

Seth Smith

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Summary

- Dynamic technology and design professional with 10 years of experience, using expertise in WCAG, inclusive design, technical design standards, user research, developer tools, and design psychology to craft products that are focused on achieving goals without sacrificing accessibility and customer needs.
- Providing digital product and accessibility services to businesses of all sizes.
- Leading product design initiatives and projects for clients across business sectors from entertainment and food to digital software and web design for over 10 years.
- Teaching and establishing design and accessibility best practices on various internal teams, from marketing to engineering, for 5 years.
- W3Cx certified since 2023.

Technical Skills

- Figma, Sketch, Adobe Photoshop, Adobe Illustrator, HTML, CSS, SQL.
- Microsoft SharePoint, Microsoft Word, Microsoft Teams, Google Sheets, Google Docs, Miro, ClickUp, Slack, Google Workspace, Windows OS, Mac OS, iPad OS, Android OS.
- User experience design, user interface design, user testing, data analysis, user research.
- Advanced level WCAG 2.2 AA techniques, Section 508 guidance, ADA Title 2 guidance, etc.
- Knowledge of legal requirements and government guidelines for medical or clinical services provided digitally.
- Knowledge of working with ticketing software for IT, AGILE development, and SCRUM.

Experience

IT Specialist, Taziki's Mediterranean Cafe, Atlanta, GA, USA (November 2024–July 2025)

- Provided Level 1, Level 2, and in-person IT support for device hardware, software, and firmware and, Windows OS and Google Workspace which maintained everyday operations for over 100 restaurant locations nationally, and all corporate employees across 2 states.
- Audited internal learning platform lessons for usability and accessibility that trained several hundred employees on work procedures.
- Created documentation and provided guidance for accessible communication that assisted IT team members when communicating or writing for external audiences.
- Audited corporate recipes for accessibility and ease of use during morning food prep for all restaurant employees.
- Trained coworkers and created documentation in AGILE methodologies and the SCRUM process, which provided greater insight into workload balancing and stronger internal communication.
- Created tech support articles that assisted restaurant and corporate employees with everyday operations and technical troubleshooting.

Senior UX UI Designer, MetLife, Atlanta, GA, USA (October 2023–February 2024)

- Collaborated on a small team of designers to update and migrate 4 enterprise mobile platforms and responsive web design systems from Adobe XD into Figma.
- Created design components and high-fidelity prototypes in Figma to facilitate learning and adoption.
- Audited files and components for accessibility for enterprise stakeholders, which improved usability for designers and non-designers.
- Used communication, project management, data analysis, and design thinking skills to work with business stakeholders and create a design system solution to fit the needs of several teams and achieve a 100% Figma migration by the end of 2024.

Senior UX UI Experience Designer, Aetna, Atlanta, GA, USA (June 2023–November 2023)

- Led a team of 3 using market data to create a health resource website focused on marginalized communities in order to drive interest in mental health.
- Provided accessible content and visual design guidance for webpages.
- Analyzed customer data, conducted heuristic design analysis, built wireframes in Figma, and designed accessible content from data-driven insights in AEM.
- This project helped Aetna Health Equity reach its goal of increasing depression screening through its website by 10%.

Senior UX UI Experience Designer, CVS Health, Atlanta, GA, USA (November 2021–May 2023)

- Worked with a team of 6 developers and 2 direct reports to lead the creation of a B2B/B2C virtual healthcare onboarding flow with a dashboard for mobile platforms and responsive web in order to expand the CVS Health portfolio of products.
- Collaborated with product owners and developers to include accessibility in story writing and project planning at early stages.
- Contributed to enterprise form accessibility guidelines as a member of the Accessibility Initiative team.
- Conducted accessibility user testing to create holistically accessible experiences.
- Collaborated internally to scope and plan accessibility work for each design project in order to ensure federal accessibility guidelines were met.
- The Virtual Primary Care project onboarded 15,000 users one month after launch.
- Conducted weekly classes to educate design colleagues on Figma best practices and advanced techniques to facilitate team-level Figma migration.
- Wrote guidance and documentation called the “Figma Quick Start Guide for CVS” to ease Figma onboarding.

Product Designer, Freelance, Atlanta, GA, USA (January 2019–October 2021)

- Collaborated with leadership from the Boys to Men Association of Virginia to analyze, audit, research, and redesign their website UX and content strategy for accessibility and usability in order to increase community access to and comprehension of their youth well-being programs.
- Increased user understanding of VR therapy by 125% at health tech startup Studio Bahia. Led a team of 3 in the development and research of the UX strategy and UI design for their website.
- Generated 140% more weekly click-throughs on Instagram from Q3 to Q4 for JAMZ print shop by leveraging UX data to create a new CMS-based website.

- Increased submissions 210% over one calendar year for WildStar comic publishing by redesigning their creative brand, marketing, and CMS-based website UX UI experience.
- Created and managed all print and digital designs for Georgia Farmers Market Association's 2 internal brands.

Production Designer, Bento Box Entertainment, Atlanta, GA, USA (June 2019–May 2021)

- Used ToonBoom, Adobe Illustrator, and Adobe Photoshop to design and build character animation assets for various broadcast productions.
- Worked on a team of 10 and collaborated across 3 to 4 other design teams in a fast-paced and technical environment.
- Educated coworkers on advanced design principles and theory in order to share knowledge with like-minded professionals.

Production Designer, Sprocket Creative, Atlanta, GA, USA (July 2017–December 2018)

- Led a team of 2 designers in the development of character, illustration, and prop assets for an innovative, award-winning VR 360 experience, “Noir Alley”.
- Used Adobe After Effects, Character Animator, Photoshop, and Illustrator to build, rig, and animate production assets.
- The “Noir Alley 360” project for Turner Studios increased Turner Classic Movies’ weekly YouTube views by 200%.

Graphic Designer, StreetCat Media LLC, Atlanta, GA, USA (August 2015–September 2016)

- Organized and delivered design assets for print, social media, branding, emails, and web design.
- Project management for various clients across business sectors, including food, eCommerce, technology, land development, and entertainment.

Education

Bachelor of Fine Arts, January 2014-May 2019

Savannah College of Art and Design, Atlanta, GA, USA

Savannah College of Art and Design, Sam Sui Po, HK

UX/UI Design Certificate, June 2021-September 2021

General Assembly, Atlanta, GA, USA

Certifications

- WAI0.1x: Web Accessibility, 2023, W3Cx
- Continuous Product Design (CPD) Foundations, 2022, Quantum Metric