

Sydney A. Smith

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portfolio: sydneyloves.design

Education

- Dallas Baptist University - Management Information Systems
- Stanford University - UX/UI for AI Certification
- Cornell University - User Experience Certification
- McKinsey Academy Management Accelerator – Hispanic & Latino Leadership Academy
- University of Illinois - WCAG 508 Compliance Certification

Core UX Competencies

User Experience Design & Strategy, Design Systems & Components, Information Architecture & Taxonomy, Mobile & Responsive Design, Journey Mapping

Research & Analytics

User Research (Qualitative & Quantitative), Usability Testing & Validation, Analytics & Performance Optimization, A/B Testing & Conversion Optimization

AI & Emerging Technologies

AI User Experience Design, Large Language Models, AI-Assisted Design Workflows, Vibe Coding

Leadership & Collaboration

Cross-functional Team Leadership, Workshop Facilitation, Stakeholder Management, Mentoring & Coaching, Agile Methodologies, Budget & Resource Planning, Design Operations, Product Strategy & Roadmaps

Technical & Delivery

Front-end Development fundamentals, Scalable Product Architecture, 508 Compliance, Design to Development handoffs

Software

Design: Figma, Sketch | AI: Loveable, V.O, Figma Make, Voice Flow, Claude, ChatGPT | Collaboration: ADO, Jira, Lucid, Graphics: Photoshop, Illustrator | Analytics: Pendo, Hotjar, Adobe Analytics, Power BI

Professional Experience

Senior Design Manager – Digital Products | Thomson Reuters

April 2022 – Current

- **Scaled design operations** by consolidating 3 siloed teams into one unified global design pod, managing UX Design, UX Research, Accessibility, and Content Strategy across 23 active workstreams and 9+ technology stacks
- **Led cross-functional collaboration** with 25+ Product Managers and C-level stakeholders to prioritize \$50M+ product roadmap based on revenue impact, cost optimization, and scalability metrics
- **Drove digital transformation** across critical user journeys including Cart & Checkout, customer onboarding, search optimization.
- **Pioneered AI-driven design strategy** by creating and facilitating "Project Lightshow" - company's first AI design thinking initiative, conducting 10+ cross-functional workshops that became the standard framework for CoCounsel.
- **Optimized team capacity** through process analysis and workflow redesign, identifying bottlenecks and implementing solutions that increased design team throughput by streamlining handoffs between UX, Research, and Development
- **Executed enterprise-scale user experience migration**, successfully transitioning millions of users from legacy authentication systems to unified CIAM platform
- **Architected scalable design systems** including global navigation framework supporting multiple countries, languages, and product lines across Thomson Reuters digital ecosystem
- **Designed and facilitated organization-wide design sprints** using Google Sprint methodology, leading 200+ designers through "Design Dash" program to accelerate product innovation

Aventiv Technologies – Sr. Design Manager

August 22, 2016 – 2022

- Champion the value of design and foster a culture of empathy company-wide by building and maintaining trust-based relationships with executive and partner groups across the company.
- Build and lead a team dedicated to design through recruiting, developing, retaining, coaching, guiding, performance management and managerial activities.
- Identify, prioritize and schedule UX work items related to design, including cross-feature/team dependencies and priorities.
- Drive UX team deliverables by removing obstacles, assisting with tactical issues, triaging bugs, scheduling UX reviews with stakeholders and leadership, and communicating product/team status.
- Working with Product Management to define priorities and scope features from a UX perspective.
- Driving the development of UX best practices and establish reusable design patterns and guidelines.
- Conduct user research to understand product UX issues and key scenarios to establish working priorities for current features and new initiatives.

Tekzenit – User Experience Lead

October 2013 – August 2016

- **Established visual design standards** and brand guidelines for AT&T's digital ecosystem, creating cohesive user interface patterns across multiple web properties and customer touchpoints
- **Led stakeholder alignment sessions** with business leaders to define product vision, assess technical constraints, and translate business requirements into actionable design strategies
- **Delivered end-to-end UX design** by transforming user stories and functional requirements into low-fidelity sketches, detailed wireframes, and high-fidelity interactive prototypes using Axure RP
- **Optimized information architecture** through user research methodologies including tree testing and card sorting exercises to improve content findability and navigation efficiency
- **Mentored junior designers** and facilitated UX education workshops on design thinking principles, user-centered design methodology, and best practices for cross-functional teams
- **Built design talent pipeline** by recruiting emerging designers from top university programs, establishing partnerships with design schools, and leading campus recruitment initiatives
- **Developed responsive user interfaces** using modern front-end technologies including HTML5, CSS3, Foundation for Apps, Bootstrap, and Flexbox to ensure optimal multi-device experiences
- **Collaborated cross-functionally** with Product Management, Engineering, and Business stakeholders to ensure design feasibility and successful product launches

American Airlines – UX/UI Lead

October 2010 – October 2013

- **Established visual design system** and brand identity guidelines for American Airlines Cargo's digital platform, defining UI patterns, typography, and visual hierarchy that aligned with enterprise brand standards
- **Architected information structure** by creating intuitive content organization, user flow diagrams, and content sequencing strategies that improved cargo booking and tracking experiences for B2B customers
- **Delivered end-to-end design solutions** from concept to completion, producing low-fidelity sketches, detailed wireframes, and high-fidelity interactive mockups that effectively communicated design intent to stakeholders
- **Developed front-end interfaces** by hand-coding responsive HTML/CSS implementations, ensuring pixel-perfect design translation and optimal performance across desktop and mobile devices
- **Collaborated with cross-functional teams** including Product Management, Engineering, and Business stakeholders to deliver user-centered cargo management solutions for enterprise customers
- **Optimized user experience** for complex B2B workflows including cargo booking, shipment tracking, and logistics management interfaces used by airline industry professionals

Verizon – User Experience

2008 - 2009 (Contract)

- **Delivered enterprise UX/UI solutions** for Verizon's project tracking systems, creating user-centered interfaces that streamlined project management workflows and improved operational efficiency for internal teams
- **Developed responsive web applications** using HTML, JavaScript, and CSS to build intuitive, high-performance tracking interfaces that supported complex project lifecycle management across multiple departments

Southwest Airlines – User Experience

2006 – 2007 (Contract)

- **Designed customer service interfaces** for check-in system applications, creating intuitive user flows that improved customer experience and streamlined service desk operations
- **Developed interactive prototypes and storyboards** using Macromedia Director to visualize use cases and demonstrate user journey workflows to cross-functional teams
- **Led iterative design process** collaborating with business stakeholders to refine requirements, validate design concepts, and ensure solutions met both user needs and business objectives

Dallas County – UX Manager

2002-2006

- **Led comprehensive website redesign** for Dallas County's digital presence, improving site navigation architecture and overall user experience through user-centered design methodology and accessibility best practices
- **Established design standards and brand governance** by developing and maintaining high-quality graphics, content guidelines, and information architecture across all Dallas County web properties to ensure consistent, professional digital representation
- **Transformed payment infrastructure** by designing and implementing digital payment channels that enabled seamless online and in-person transactions, supporting both credit card and check payment methods for government services
- **Configured payment gateway integration** working directly with CyberSource to set up merchant IDs, optimize transaction flows, and ensure secure payment processing for government fee collection
- **Led user research and testing initiatives** by writing usability testing scripts, conducting user testing sessions, and analyzing user behavior data to validate design decisions and improve citizen experience