

# Seth Smith

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<https://www.sethsmithwork.com/>

## Summary

I am a product designer with 7 years of experience using my expertise in accessibility, communications, user experience research, and the SDLC to create and improve products for businesses to achieve their KPI-related goals.

## Experience



### UI Designer

MetLife

Oct 2023 - Present (4 months)

Contributed to achieving 100% migration from XD to Figma at MetLife by collaborating with a team of 4 to recreate and optimize all design assets into Figma for digital designers and non-designer use cases.



### Senior User Experience Designer

Aetna, a CVS Health Company

Jun 2023 - Nov 2023 (6 months)

Worked to increase depression screening by 10% with the CVS Aetna Health Equity brand by leading the creation of a digital resource center focused on marginalized communities.



### Senior User Experience Designer

CVS Health

Nov 2021 - May 2023 (1 year 7 months)

Onboarded 15k new users to Virtual Primary Care at CVS Health by working with engineering and marketing to lead the UX research and UI design of a new online sign-up experience.

Created a Figma Handbook and held weekly classes to assist colleagues with transitioning to Figma Software.

Contributed to the Inclusive Design Initiative update to the "Gender" form field.



### Production Designer

Bento Box Entertainment LLC

Jun 2019 - May 2021 (2 years)

Delivered digital design assets for various broadcast productions on a team of 10 by maintaining consistent quality and collaborating across 3 to 4 other design teams on deliverables in a fast-paced and diverse environment.

Educated colleagues and students in groups of 3-10 on design techniques, and design best practices.



### Freelance Product Designer

## Freelance Designer

Jan 2019 - May 2021 (2 years 5 months)

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 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.

Collaborated with leadership from the Boys to Men Association of Virginia to analyze, audit, research, and redesign their website UX and content strategy.

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

### Sprocket Creative

Jul 2017 - Dec 2018 (1 year 6 months)

Contributed to increasing Turner Classic Movies' weekly Youtube views by 200% by leading a team of 2 to 5 designers and illustrators in the development of production and creative brand assets for an innovative, award-winning VR experience for Turner Studios.

## Graphic Designer

### Streetcat Media, LLC

Aug 2015 - Sep 2016 (1 year 2 months)

Organized and delivered creative product design assets for print, social media, brand, and CMS-based web design to various clients across business sectors including food, eCommerce, technology, land development, and entertainment.

## Education



### General Assembly

Certification, UX/UI Design

Jun 2021 - Sep 2021

Project management // Digital Design // User Research // User Interface Design

Participated in a specialized intensive training course for user research, user interaction design, user experience design, and user interface design, and development with real-world, hands-on experiences to apply my knowledge in industry-standard professional environments and manage small design teams for real world clients.

### SCAD Savannah College of Art and Design

Bachelor of Fine Arts (BFA), Sequential art

2015 - 2019

**Bard Bard College**

Design and Visual Communications, General  
2014 - 2015

## Licenses & Certifications



**Visual Elements of User Interface Design at CalArts - Coursera**

29LDHF5DX8V3



**Web Design at CalArts: Strategy and Information Architecture - Coursera**

X7RSBTHWDYFV



**Quantum Metric University | Continuous Product Design (CPD) Foundations -**

Quantum Metric

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**WAI0.1x: Web Accessibility - W3Cx**

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## Skills

Web Content Accessibility Guidelines (WCAG) • Product Design • User Experience (UX) • Mobile Design  
• UX Research • User Interface Design • Graphic Design • Project Management • Wireframing •  
Data Analysis