

NICK SMITH
UX/UI LEAD & ART DIRECTOR

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EXPERIENCE

NICK SMITH DESIGN, GLOBAL

UX/UI Lead and Art Director, Jan 2010 - Present

Alcatel Lucent, First Data, Edelman, SumTotal, Skillsoft, Intralinks, Verifone, LLamasoft, MotherMag, Sun Edison, Sotheby's, MasterImage 3D, Cuyana, Man Repeller, Tibco/TIBBR

DESIGNMAP, SAN FRANCISCO

Senior UX Designer, Jun 2012 - Jan 2015

Developed user-centered digital experiences and content for websites, web and mobile apps using research driven design techniques and agile methodologies. Deliverables include wireframes, interaction specs, UI design, prototypes, behavior models, personas and animations.

ExactTarget, eBay, Bloomberg, Bold Italic, Avaya, Trinet, Aetna, TIBCO and numerous early and mid stage startups.

SWIRL, SAN FRANCISCO

Art Director, Jan 2010 - Jun 2012

Lead integrated campaigns from concept to finish for interactive digital, broadcast, print, motion design and social media apps. Managed digital strategy, scenarios, information architecture, user flows and UX design.

eBay, San Francisco Giants, Trumer Pilsner, Western Athletic Clubs, Half.com, The Marine Mammal Center, Google, Coinstar, PayPal, RedLaser, Common Sense Media, Lexar, MTC, Milo

OGILVYONE, SAN FRANCISCO

Art Director, Oct 2007 - Jan 2010

Art directed and conceptualized interactive experiences for mobile and online websites, banners, emails, motion design and social media. Worked closely with the development team on digital strategy, production, information architecture and user flows.

Yahoo!, Sony, San Francisco Environment, Wells Fargo, iShares, Cisco, Barclays

WILBUR SMITH, SAN FRANCISCO

Lead Designer, Sep 2004 - Oct 2007

Designed all firm wide marketing collateral for both online and print.

MTC, MTA, CalTrain, BART, Local Bay Area Cities

AWARDS & RECOGNITION

PRESS FOR 12:04 BLOG

Barneys New York, Forbes, SF Chronicle, San Francisco Magazine, Racked, Rue Mag, Flipboard, Diablo Magazine, and many more.

SILVER TELLY

2010 "Kid Experts Campaign" for Local Online Media
Client: Common Sense Media

W3

2010 "Amazon MP3 Campaign" for Interactive Media: Website
Client: Coinstar and Amazon MP3

SILVER ADDY

2011 "Washed Ashore Campaign", for Interactive Media: Websites, Consumer HTML/Other (Products)
Client: The Marine Mammal Center

EDUCATION

BA, FINE ART

California College of the Arts, Oakland

With Honors 2000 - 2004

Focus in Printmaking and Photography

References available upon request