

# Zach Smith

903-363-5895

[www.zachsmith.work](http://www.zachsmith.work)

[zacitus@gmail.com](mailto:zacitus@gmail.com)

## UI/UX Designer

UI Designer with extensive experience using Sketch and Photoshop to create wireframes and high fidelity mockups.

Experience creating UI Patterns, interactive prototypes, and animations using Axure, Framer, and Principle.

Experience with agile methodologies and working quickly in scrum-based design sprints.

## Work Experience

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### Balfour

July 2016 - Present

UI/UX Designer

- Developed and currently maintains a style guide and UI Toolkit that unifies the UX and UI Design on both desktop and mobile across our current and future product lineup.
- Collaborated with UX Researchers and other designers to extensively redesign the UI/UX of all major products.
- Leads on and off site research sessions with users to collect feedback that is directly implemented into our designs.

### Tekzenit

April 2014 - December 2014

UX Researcher

- Collaborated with designers in order to create prototypes, testing scenarios, and moderator guides for usability evaluation of desktop and mobile applications and sites.
- Worked with developers, networking and IT, visual designers and user experience designers to identify questions and issues that required deeper research. Created moderator guides based on research and assisted in conducting user and usability testing using a variety of tools including Tobii eye-tracking software and equipment.
- Designed and created presentations containing test results, data summaries, and recommendations which were given to designers and developers to create the best possible user experience.

## Education

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### Arts and Technology

2012 - 2016

University of Texas at Dallas

- Multi-disciplinary degree that focuses on a variety of design principles to provide a broad-based skill set. Classes cover various topics anywhere from general design principles and practices to specific classes dealing with video game development, crafting narratives, and level design.

## Organizations

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### Student Game Developer Alliance

2014 - 2016

President

- Hosted and participated in several Game Jams, where SGDA members and students designed, developed, and created video games in under 48 hours.

## Other Experience

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### Game Lab

Fall 2015

Drone Simulator (<https://dronesimulator.wordpress.com>)

- Creative Director and Game Designer for Drone Simulator, a video game where you play as a drone that delivers packages in a neighborhood. A vertical slice of the game was developed with a team of 18 people.