**Alex Smailes  
Los Angeles, CA**

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**SKILLS + METHODS**

Understanding organizational behavior, innovation, goals  
Staffing cross-functional teams, building magnetic design cultures  
Service design

Mapping & service blueprints

Conceptual diagrams and analysis

IA, taxonomy  
Navigation schemas, site maps

Personalization  
Internationalization, localization  
Dynamic content strategy

Storyboarding, sketching, wire frames

Research, A/B testing, prototyping  
Figma, Adobe, Sketch, Dovetail  
Data and analytics

Geo-location intelligence tools

**TRAINING + CERTIFICATIONS**

Neilson Norman Group

*UX Master*

General Assembly

*Data Analytics*

*Visual Design*

*UX Immersive*

CooperU  
*Design Leadership*

*Design Research Techniques*  
  
Project Management

*Scrum Master & Product Owner*  
*PMI CAP*  
  
Duarte

*Resonate presentations*

*Presentation Advantage*

Ken Blanchard

*Leadership path*  
  
Franklin Covey   
*Mastering EQ*

*Talent Smart*

Falmouth School of Art & Design

*Higher National Diploma*  
 **TALKS + WORKSHOPS**

One Esri Bootcamp

*Customer Journey Mapping 101*

Esri Developer Summit

*Design Sprints*

Santa Monica College

*Design Sprints*

World Info Architecture Day 2022

*Managed logistics & sponsorship*

**Principal UX Designer / Strategist / team lead** with over a decade using DesignOps and human-centered service design so others around me can do amazing work. I’m okay with that.  
  
**Esri**

**UX Strategy lead, 2020 - present**

DesignOps  
From big picture to tactical, I help ensure our web experiences are global, intuitive to use, and feels personal at the right time, in the right place.

* Ran visioning and facilitation workshops, created solid roadmaps, implemented achievable yearly goals, objectives, and tactics of how to get there
* Created brand awareness through building relationships with design schools, starting an internship program, managed a sponsored keynote session at WIAD design conference. Launched an internal team website to showcase work, mentoring weekly on ADPlist.org
* This helped grow an adaptive creative team with multidisciplinary backgrounds from 4 to 14, during one of the most challenging hiring times
* Reimagined the entire candidate and onboarding experience, implemented skills assessments, title leveling, and fast-tracked career paths
* Professionally manage sensitive information, have tough love conversations, and escalate performance issues while still fostering a trusted environment

Service Design at Scale

* Built a specialist, high-performance experience design unit to tackle the worst digital problems out there
* Invented a repeatable service design framework for building internal tools
* Helped implement personalization strategy including localization, ‘recommended’ content by audience segmentation and behavior

ROI of design

* Collaborating with SEO and CRO to incorporate best practices into pages, and identify opportunities for A/B and multivariate testing
* Reimagined our entire call-to-action strategy to optimize conversion rates at the final moment-of-truth
* Encouraged a culture of sharing evidence-driven insights before, during, and after key projects
* Found new ways to communicate insights using data visualizations
* Currently incorporating customer feedback mechanisms across the web

**Snr UX Designer, 2019-2020**

I evangelized UX best practices to tell compelling stories

* Helped shape and improve customer experiences by mapping taxonomy and IA across an ever-expanding digital ecosystem
* A design evangelist constantly demonstrating the value of UX
* Consulted by PMO for design process and workflow improvement

**UX Architect, 2016-2019**  
Was hired to focus on a large-scale enterprise content migration from Sitecore to Adobe Experience Manager. Built design frameworks, components, to rebuild over 6000 sites

* Worked across-teams with content strategists, SME’s, and developers
* Delivered repeatable architecture, sitemaps, navigation, wireframes, documentation

**Abovegroup, 2005-2015  
Partner & Director**

Helped build the Caribbean’s leading strategy and design consultancy from 3-16-60 members. Developed great talent, acquired top-tier clientele, crafted an enviable culture. Consistently delivered innovative solutions and services for complex branding projects for local and global customers. Juggled several studio expansions, a merger with Ogilvy+WPP, weathered downsizing, relocations, and regrowth.