



## Rick Smith

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Portfolio: <https://www.hellacreative.com/hella-creative-case-studies/>

## TECHNICAL SUMMARY

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- » Results-oriented professional with over 15 years of hands-on practice in Digital Business Strategy, User Experience Design, and Digital Product Design.
- » Working with small, medium, and enterprise businesses, leaders, fortune 100 executive stakeholders, and Military Generals.
- » His diverse background reflects skills and accomplishments in interface design, product and brand development, digital business consulting services, and marketing strategy.
- » Held leadership roles in driving UX/UI teams, but always willing to get his hands dirty.
- » He delivers value through digital communications & consumer, employee, and partner experiences.
- » Completed successful delivery of work for Pfizer, CDC, USFS, US Army, GSA, IRS, US Veterans, Administration, Toyota, BC Ferries, Booz Allen Hamilton, Canadian Armed Forces, and IBM.
- » An artist, a strategist, a passionate storyteller, and a self-motivated designer. A consummate problem solver and a consultant at heart. Successfully solving complicated problems and creating solutions that manage complex challenges.
- » Excellent listener, facilitator, communicator, and team player. Self-reliant, used to taking the initiative, and excellent at follow-up.
- » Capable of translating customer requirements into technical, design, and digital business value.
- » Extensive experience delivering strategy, building, and designing UX within an Agile environment.
- » Canadian Security Clearance.

## CAREER OVERVIEW

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### Director of Product Design (November 2021 - Present)

#### The BIO Agency - Toronto, ON

- » Lead UX planning and UI development for the AT&T Store Front.
- » Transform complex problems into elegant experiences
- » Ideation, concept development and experience innovation
- » Creation of sketches, wireframes, specifications, prototypes, scenarios and storyboards
- » Close collaboration with development teams to ensure that design intent is achieved
- » Advocate for the user throughout the project lifecycle
- » Stay abreast of current design methodologies, practices and trends
- » Participation in observational studies, usability testing and other customer research
- » Effective communication of conceptual ideas, detailed designs, and design approaches/rationales

## Senior UX Designer (May 2020 - November 2021)

[REDspace - Bedford, NS](#)

- » Lead UX planning and UI development for the Canadian Armed Forces digital learning platform. Delivered video storage and LMS integration platform.
- » IBM Your Learning Platform provided UX refinement to the enterprise-level global learning platform.
- » Patriot One Technologies Developed UX, UI and Visual Design for a mobile application to support security personnel. The mobile platform delivers video and mobile alerts from the companies threat detection software and infrastructure.

## Digital Consultant & UX/UI Architect (January 1998 - May 2020)

[Hella Creative Solutions - Toronto, ON - Freelance](#)

Specializing in customer experience, design, digital strategy and agile product development.

- » Managed, organized and designed digital experiences across industry sectors, including automotive, life sciences, consumer goods and others. Clients included top Fortune 1000 companies including Pfizer, Toyota, Ford Motor Company, AIG, WPP, EY, Thomson Reuters, Johnson & Johnson, IRS, USFS.
- » Lead user experience and user interface development for digital products, including web and mobile applications, motion graphics, video, multimedia and other products. Working closely with department leads; ensuring system architecture, development, product management and QA teams work in unison.

## Solution & Technical Sales Consultant (April 2018 - August 2019)

[Igloo Software - Kitchener, ON](#)

SaaS Digital workplace software product development.

- » Drive technical sales through the entire sales process as well as customer success.
- » Analysis of customer requirements deliver conception of architectures for customer solutions and build specification of individual customer requirements.
- » Designed a go-to-market strategy for Igloo Consulting team. Developed services delivery framework, process and workflows.
- » Provide technical and product knowledge expertise to clients, Customer Managers, Account Managers, for Igloo Software implementation and integrations

## Senior Digital Consultant / Product Owner (March 2011 - April 2017)

[Booz Allen Hamilton - Washington, DC, USA](#)

Provides consulting, analysis and engineering services to public and private sector organizations and nonprofits.

- » Served as the senior digital strategist for Booz Allen's Strategic Innovation Group (SIG) providing strategic direction to user experience and design. Led diverse project teams involving analysts, developers, UX designer's UI Visual Designers and strategists to develop web and mobile experiences.
- » Led development and implementation of Adobe Experience Manager (AEM) and the Adobe Marketing Cloud suite of products for Booz Allen's public-facing web presence and other digital properties (e.g., innovation.bah.com, Envoi magazine). The project resulted in the firm's first enterprise content management system (CMS) and data intelligence platform reaching thousands of users. Received numerous Team & Performance Awards for these efforts.
- » Led a team of 6 corporate partner designers and writers to create a communications platform in support of a successful \$425 million procurement. The platform included brand development, messaging, motion graphics video production and web interface development.
- » Led proposal development and capture for large digital experience programs, including Recreation.gov—a bid valued at \$450M—and over .gov sites and programs. Developed prototypes, videos, user interfaces and other assets for the proposals. Contributed to proposal wins for Recreation.gov, the Dept. of Commerce, the Securities and Exchange Commission and other clients.

- » Developed the brand recognition portal for Johnson & Johnson to capture the social conversation, competitor insights and financial data. The platform provided actionable intelligence from practitioners to the C-Suite. The project resulted in \$3 million in revenue over 3 years.

## **Digital Consultant & UX/UI and Interaction Designer (January 2005 - January 2008)**

[MJM Creative Services - New York, NY, USA](#)

Digital advertising and event management agency delivering digital interactive enterprise experiences.

- » Developed digital products and programs for clients including Pfizer, Boehringer Ingelheim, GSK and others. Worked with other WPP agencies including Grey, CommonHealth, Y&R and other agencies.
- » Led strategy, design and development of a corporate communication Web application (PfieldNet) for Pfizer's North American sales force. The system helped the organization reach its sales target of \$23.9 billion for 2006.
- » Designed and developed a 3D virtual world training and communication platform for MJM's pharmaceutical and automotive sector clients, including Pfizer, Boehringer Ingelheim, Merck and Ford.

## **Creative Director, Art Director / Principal (January 2004 - January 2005)**

[Wallop Creative Inc. - Vancouver, BC](#)

A boutique creative agency that produced web and multimedia products for luxury destination brands and campaigns in the hospitality industry as well as the media and entertainment sector.

- » Developed award-winning websites and motion graphics for clients that included the Canadian Television Network and the Pacific Ocean Shelf Tracking Project.

## TECHNICAL SKILL SET

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### Skills & Capabilities:

- » Digital Innovation
- » Creative Strategy
- » Business Strategy
- » Brand Strategy
- » Product Management
- » Art Direction
- » UI, UX
- » Employee Experience
- » Communication
- » Sales and Marketing Enablement
- » Agile Method
- » Design Thinking
- » User-Centred Design
- » Product Road-mapping
- » Prototyping
- » Mobile Design
- » Project management
- » Operational and Process Development
- » Business Analysis
- » Proposal Pursuits
- » Data Analysis
- » Team Management
- » Digital Workplace
- » Digital Transformation
- » Vision Creation
- » Critical Thinking
- » Creativity
- » Teamwork
- » Collaboration
- » Flexibility
- » Adaptability
- » Strategic Thinking
- » Time Management

- » Evidence Approach
- » Resilience and Patience
- » Self-motivated
- » Team Leadership
- » Process Implementation
- » Digital Customer First Digital

### Technical Capabilities:

- » Sketch
- » Adobe XD
- » HTML5
- » JavaScript
- » JQuery
- » CSS
- » Joomla
- » Adobe AEM
- » WordPress
- » Adobe Marketing Cloud
- » 3D Animation and Motion Graphics
- » Video Editing
- » Audio Editing
- » Axure
- » Dreamweaver
- » Jira
- » Confluence
- » BaseCamp
- » Adobe Analytics
- » Adobe Photoshop
- » Adobe Illustrator
- » Adobe After Effects
- » Adobe Premiere
- » Adobe Audition
- » Cinema 4D
- » Apple Office
- » Microsoft Office

## EDUCATION

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Illustration and Communication Design (1993)  
 Sheridan College - Oakville, ON