

# Amy C. Smith

Senior UX Strategy &  
Design Operations leader

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**Link:** Mini bio portfolio

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## Expertise

- Enterprise Design & Strategy
- Design Ops & Design Systems
- Product discovery workshops
- Strategic planning & road mapping
- UI/UX Discovery & Design
- Written & verbal communication
- Coaching & Mentoring
- Employee growth & career mapping
- Problem solving and root cause analysis
- User testing
- UI analytics analysis
- Agile methodologies

## Education

Graduated 1994  
University of Wisconsin-Stout  
Menomonie, WI  
BFA - Graphic Design  
Cum Laude

## Overview

As a **Senior UX Strategy and Design Operations leader**, I have over 20 years of expertise in creating engaging and meaningful experiences that deliver measurable results. For example, I built and led a team that designed an end-to-end digital experience that increased customer self-service by 94% and reduced customer support calls by 40% within the first year. Throughout my career, I have actively fostered collaboration and built a culture of design thinking, resulting in highly effective cross-functional teams that operate with autonomy. My approach keeps the needs of users, the goals of the organization, and the pressures of the market in focus to create successful and valuable outcomes.

## Thomson Reuters

*Senior Director of Design: Feb 2022 - Feb 2023*

*Director of UX Strategy, Brand, and Architecture: Sep 2019 - Feb 2022*

Created and articulated a compelling vision for TR customers and Digital product lines across multiple segments. Successfully launched technically and cost-effective design plans for Digital products that resulted in a 25% decrease in page production time, a 2% increase in customer satisfaction rating, and the ability to purchase TR software products online. Partnered with Product and Research teams to define success criteria and turn customer insights into actionable strategies that embedded the customer voice, brand consistency, and product vision across teams. Empowered cross-discipline design teams under my lead to execute the plans, deliver impactful experiences, and establish stronger discovery methodology that aided go-to-market velocity and accuracy.

Built and led a team of 30+ designers to create a best-in-class user experience for Thomson Reuters customers. Successfully designed and executed a unified Customer Success Platform, which migrated 100K+ customers in the first year off of multiple legacy systems. The new experience increased customer productivity and call center containment: 94% self-service containment rates, 56% auto-pay adoption, \$94M in online invoice payments, and call center reduction of 40%. Aligned with multiple product and technology teams to map design delivery to deployment and achieve business and user goals. Nurtured a team culture of collaboration and design thinking to continuously improve the design craft and deliver impactful experiences.

## Additional Accomplishments:

- **Team growth & development:** Created an annual "Design Day" event for the global TR Design organization, which featured guest speakers and multi-track breakout sessions centered around Design, Design Ops, Research, Accessibility, Content, and Health/Wellness.
- **Stakeholder collaboration:** Part of the Advisory council that created, trained, and rolled out a Service Design Delivery Model (SDDM) for the entire Digital organization. By blending strategies of Product, Design Ops, Research, and Engineering, this helped to increase clarity in early discovery phases and accelerate time to market.
- **Customer centricity:** Helped develop the "Customer First" program as a way to involve customers in the design process and promote customer-centric thinking. By featuring TR customers as guest speakers and holding

co-creation sessions, I was able to demonstrate a commitment to understanding the needs and perspectives of customers, which led to better-designed products and services.

## Mirum

*Associate UX Director: Jan 2019 - Sep 2019*

As an individual contributor and UX manager, I played a key role in managing UX projects and leading a team to deliver results that balanced client business objectives with user needs and goals. In the health care sector, I collaborated closely with account, research, product development, and visual design teams to conceptualize engaging app and web experiences within a 9 month period. My design plans for the product space gained alignment with the Director/VP and external stakeholder partners, resulting in successful execution of the plan. By effectively socializing the vision from both customer and business perspectives and incorporating market strategy and research insights, I influenced decisions that led to measurable impact for the organization.

### Key Accomplishments:

- **Stakeholder & Ally collaboration:** Established productive relationships directly with external stakeholders to deliver their product with the highest level of quality, adhere to WCAG Accessibility guidelines (AA - AAA), and meet delivery targets. Worked closely with UnitedHealth Group and Optum product, accessibility, and development teams to build Android/iOS apps for all UHG/Optum employees across the globe.
- **Organizational processes:** Worked with the UX Director to design, develop, and implement a UX Toolkit for building a consistent, high-quality UX practice across all Mirum Agency offices.
- **Scalable solutions:** Developed a CMS eco-system using atomic design principles for the UnitedHealthCare Employee and Individual organization.

## Thomson Reuters

*Legal Ecosystem UI/UX Senior Manager: Dec 2017 - Sep 2019*

*Senior Mobile UX Designer: Nov 2013 - Dec 2017*

Collaborated with global Sales and Product teams, customer success teams, marketing, engineering, and customers to develop use cases, prioritize enhancements, and create product roadmaps for a bespoke e-reader and suite of law office management tools. Led and managed a team of designers while providing strategic direction to achieve product value in the market, align with growth initiatives and hit NPS targets. Implemented foundational Design Ops processes and mentored individuals on identifying and achieving personal and professional goals. Developed a native (iOS and Android) and responsive UI pattern library framework across a suite of global applications (mobile, web, and wearable devices) that aligned to WCAG accessibility standards.

### Key Accomplishments:

- **Design driving growth:** Recognized a 20% increase of unique users year-over-year due to improved UI and over 3,000 downloads of mobile app within the first 6 months of launch. Developed and implemented improved consumer communication, survey participation and consumer satisfaction by over 18%.
- **Data driven:** Created and socialized a library of analytical dashboards tracking user journeys and app activities. A key player in the initiative to assist law firms in their digital transformation and securing a 30% year-over-year revenue growth for our group.
- **Design culture:** Established and facilitated monthly design thinking virtual workshops between offices in the U.S., Brazil, and Spain and assisted in establishing a Voice of the Customer program in Brazil and Argentina.

## **Infor**

*Senior Usability Analyst: May 2010 - Nov 2013*

As the UX/UI designer for Infor's Talent Management suite of applications, I was responsible for improving usability and visual appeal across multiple platforms and devices. I collaborated closely with developers, business analysts, product managers, field personnel, and customers to gather input on requirements and assess feedback on delivered products. Through user research and testing, I identified pain points and opportunities for improvement, which informed my design decisions for graphical dashboards, analytic business intelligence content, and business processes for functions such as budgeting, planning, and succession management. By implementing a user-centered design approach, I was able to create an intuitive and engaging experience for users across desktop client, web-based, and mobile (iOS and HTML5) platforms that reduced the time to complete expense report related user tasks by 5% within the MyExpenses application.

### **Key Accomplishments:**

- **Design thinking training:** Elevated the design team visibility and value by implementing design thinking training and concepts within the Infor user community annual convention.
- **Easier workflow:** Worked directly with hospital administrative staff to improve the recruitment, onboarding, and HR process within their organizations to understand their needs, resulting in more effective and streamlined HR processes.

### **Design Presentations and workshops**

- "Change Management as Designers" Thomson Reuters Design Organization
- "Design Sprint Basics and How Might We's" UW-Stout Design program workshop
- "Design Day 2022: Building Your Career Matrix" Thomson Reuters Design Organization
- "Design Day 2021: Thinking Fast and Slow - Two systems that drive the way we think" Thomson Reuters Design Organization
- "Customer First Design Thinking" Thomson Reuters Global Human Resources Organization
- "Building the Flywheel: Customer Support evolution" Thomson Reuters Customer Success Organization
- "Design Thinking in the Classroom" Superior School District, St. Thomas School of Business
- "Discovery to Design" Thomson Reuters Sales Leadership Team
- "Prototype Like a Pro" Thomson Reuters Unconference
- "Rethinking the User Experience for Mobile" MinneBar

### **Design & Operational Tools**

Figma, Adobe Creative Cloud Suite, SketchApp, Invision and Invision Studio, Zeplin, Balsamiq, Lucid Chart/Spark, SurveyMonkey, Google Suite, MailChimp, Microsoft Office, Aha, Jira, Azure Dev Ops, Pivotal, Asana, ProdPad, Kibana, MixPanel

### **Design/Development Processes and Methods**

Agile Project Management, Design Ops, Design Spikes and Sprints, Product development sprint workshops

*Additional experience details can be found at my LinkedIn profile: [amysmithdesign](#)*

*References can be provided upon request.*