CHASE J. SMITH
UX/UI CONTENT DESIGNER

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OBJECTIVE

To find a role that allows me to create intriguing digital copy that enhances the user experiences designers create, no matter the industry.

ABOUT ME

As a UX & Content Designer, I love creating digital products and content tailored to user needs. Driven by my meticulous eye for details, and desire to always learn new technologies, my perspective about design is to always push the envelope beyond what is possible.

I'm ready to share my experience and technical knowledge with you, and am excited to see what we can create together.

SKILLS/ABILITIES ·

Design

- UX Design
- UX Writing
- Content Design
- A/B Testing
- Agile Design
- Proofreading
- Typography
- Design Libraries
- Style Guides
- Copyediting
- Taxonomy
- User Personas
- Site Mapping
- Content Mgmt
- User Journeys
- Prototyping

Software/Tools

- Figma
- SketchApp
- Proto.io
- Balsamiq
- InVision
- Photoshop CC
- MS 365
- Atlassian JIRA
- ChatGPT
- MS Copilot
- WordPress
- Drupal
- Bynder
- Adobe Exp. Manager
- HTML/CSS

WORK EXPERIENCE

2021 - 2025 **H&R Block -** Senior Content Writer

- Created and collaborated on writing compelling short and long-form copy for online/in-house tax preparation service
- Developed content strategies with designers and product leads to effectively engage target audiences
- Contributed to content style guide to ensure consistency with tone and language across lines of business
- Edited and proofread copy to ensure clarity and adherence to style guidelines

2018 - 2021 **BIG 3 Fanatic -** Web Designer & Content Creator

- Completed freelance webpage layout dedicated to BIG 3 Basketball
- Conducted user-research with company owner to determine page vision, as well as branding/content
- Designed low/high-fidelity wireframes and page branding per the league's logo and iconography
- Successfully launched webpage using WordPress (CMS) template

2020 - 2021 **Hayes Software Systems -** UI/UX Designer

- Created new and improved user experience for K-12 asset management and help-desk support
- Designed user interface elements to build in-house style guide
- Maintained all design documentation (ex. wireframes, prototypes, storyboards, process flows, and sitemaps) within in-house file library
- Handed-off designs, style guides, design systems, and offered continued oversight throughout development process

2020 **Columbia Sportswear Company -** UI/UX Developer

- Completed freelance webpage layout dedicated to BIG 3 Basketball
- Conducted user-research with company owner to determine page vision, as well as branding/content
- Designed low/high-fidelity wireframes and page branding per the league's logo and iconography
- Successfully launched webpage using WordPress (CMS) template

EDUCATION

- Certification - UX & Content Design | **Thinkful** - 2018
- Bachelor of Science - Business | **Oregon State University** - 2011