

Susanna Smith

Senior UX / UI Designer

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Professional Summary

Senior UX / UI Designer with 10+ years of experience delivering end-to-end UX/UI solutions for B2B SaaS products across web and mobile. I simplify complex workflows, design scalable systems, and create high-impact, user-centered products, while collaborating closely with cross-functional teams in Agile environments.

Core Skills

UX Strategy and Research • End-to-End Product Design • Design Systems (Web, iOS, Android) • Usability and A/B Testing • Interaction Design • Wireframing and Prototyping • Information Architecture • User Flows • Cross-Functional Collaboration • Agile / Scrum • Design Leadership

Software: Sketch, Figma, Zeplin, Jira, Miro, Adobe Creative Suite, HTML/CSS (working knowledge)

Experience

Principal Product Designer

Momentum IoT - Remote | 06/2020 - 2/2026

- Led end-to-end UX/UI design for complex web and mobile platforms as the sole designer, from user research and usability testing through final delivery.
- Collaborated with product and engineering teams to align user needs, business goals, and technical constraints.
- Established and evolved a cross-platform design system (web, iOS, Android) with reusable components and standards, improving UI consistency and streamlining design handoff.

Product Design Manager

FiveSixTwo - Long Beach, CA | 03/2019 - 05/2020

- Led and mentored designers while remaining hands-on in UX/UI execution across multiple products.
- Improved user journeys and engagement through UX strategy, experience optimization, and iterative design.
- Partnered with clients and cross-functional teams to ensure product vision aligned with user experience.
- Evolved design standards and reusable components, cutting inconsistencies by ~40% and improving onboarding.

Lead UX / UI Designer

Veritone, Inc. - Costa Mesa, CA | 10/2015 - 03/2019

- Designed scalable UX/UI solutions for AI-powered consumer-facing products from concept to release.
- Conducted user research and iterative usability testing to improve engagement and overall usability.
- Created UI style guides to ensure consistent and scalable design across consumer-facing web applications.

Sr. UI / UX Designer

Extron - Anaheim, CA | 11/2010 - 10/2015

- Designed scalable UX/UI solutions for multi-platform AV control products serving enterprise clients worldwide.
- Created UI style guides to ensure consistent and scalable design across consumer-facing AV control products.

Education

B.A. Graphic Design | California State University, Northridge, CA

A.A.S., Computer Information Systems | Southeastern Community College, NC