

Susanna Smith

Principal Product Designer

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Product Designer leading end-to-end design experiences for complex web and mobile systems, with a focus on usability, scalability, and cross-functional collaboration throughout the full product lifecycle.

PROFESSIONAL EXPERIENCE

Principal Product Designer **Momentum IoT** - Remote 06/2020 - 2/2026

- Designed end-to-end product experiences for Momentum IoT's web and mobile GPS fleet tracking platforms as the sole designer, from user research through final release.
- Collaborated with product and engineering teams to align user needs, business goals, and technical constraints.
- Defined and scaled a cross-platform design system (web, iOS, Android) by introducing reusable components and standards for consistent UI.

Product Design Manager **FiveSixTwo** - Long Beach, CA 03/2019 - 05/2020

- Managed and mentored a team of product designers, setting design direction and overseeing the delivery of scalable solutions across multiple products.
- Partnered with clients and cross-functional teams to align product vision with user experience.
- Led and iterated on design standards and reusable component systems to ensure consistency and scalability across products.

Lead Product Designer **Veritone, Inc.** - Costa Mesa, CA 10/2015 - 03/2019

- Designed scalable AI-powered product features across B2B applications, from concept through launch.
- Conducted user research and usability testing to uncover pain points and validate design decisions.
- Created UI style guides to ensure consistent and scalable design across consumer-facing web applications.

UI / UX Designer **Extron** - Anaheim, CA 11/2010 - 10/2015

- Designed scalable product solutions for multi-platform AV control systems used by enterprise clients worldwide.
- Created UI style guides to ensure consistency and scalability 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

SKILLS

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

Software: Figma, Sketch, Adobe Creative Suite, Miro, Jira, Claude, Cursor