EDUCATION

COLORADO STATE UNIVERSITY
BFA, Sculpture
2018

GENERAL ASSEMBLY
UX Design Fellow
2021

SKILLS

- Product design
- User research
- Design systems
- Usability testing
- Wireframing
- Prototyping
- Workshop facilitation/planning
- Visual design
- Journey mapping
- Personas
- Storytelling
- Coding (HTML, CSS, JavaScript)
- Accessibility

TOOLBOX

- Figma, Sketch, Adobe Suite
- Visual Studio Code
- FullStory, Looker

CONTACT

- smithrobertsonart@gmail.com
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- (630) 544 0772
- Chicago, IL

Smith Robertson

PRODUCT DESIGNER

I'm a Designer with a passion for creating intuitive, visually stunning experiences that drive business goals and delight users. With experience designing native and web apps, as well as fabrication physical objects, I provide a unique lens which allows me to take complex ideas and transform them into elegant solutions.

EXPERIENCE

PRODUCT DESIGNER LEVEL STUDIOS
June 2025 – Current

- **Transform complex user problems into reusable components** that solve major business needs across all phases of the customer journey
- **Maintained, contributed and enhanced multiple design systems** enabling quicker iteration across the team
- **Built AI agents for the creative team that exponentially increased the productivity** by reviewing designs, validating alignment to business goals, provide meeting summaries and context freeing up designers to actually design more
- Create **bespoke animations** for loading screens, marketing banners **that significantly grew click through traffic**

PRODUCT DESIGNER KIN INSURANCE
May 2021 – Aug 2024

- Led the **end-to-end design process**, from early discovery and user research to delivering and maintaining intuitive, high-quality design solutions
- Spearheaded **Design Sprints** and cross-collaborative workshops, reducing development timelines from 5-8 months to just 3 days while fostering alignment among product, engineering, and research teams
- Designed features for both **internal and external-facing platforms**, including the first onboarding experience, reducing **customer service calls by 20%** and **policy cancellations by 10%**
- Maintained and enhanced the **design system** using modern best practices, ensuring consistency and scalability across products

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UX/UI DESIGNER USCOPE TECHNOLOGIES (CONTRACT)
Dec 2020 – March 2021

- Led a team of **researchers and designers** to develop the UI for a flagship native app, streamlining insurance claims and documentation, increasing efficiency by **25% jobs per day**
- Conducted over **25 hours of user interviews and usability testing**, synthesizing findings into actionable insights and presenting them to key stakeholders
- Created and tested **low- and high-fidelity prototypes**, iterating designs to meet user needs and business goals effectively