

Smietanski

Joseph Smietanski
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469.619.7755

EXPERIENCE

- 2014 - Present, UX Manager, Santander Consumer USA
- 2013 - 2014, Web Design Manager, Santander Consumer USA
- 2013 - 2013, Sr. Web Designer, Santander Consumer USA
- 2009 - 2011, Web Designer, AcrobatAnt
- 2008 - 2011, Web & Graphic Designer, St. John Health System
- 2005 - 2012, Web & Graphic Designer, Guts Church
- 2002 - Present, Freelance

EDUCATION

Tulsa Community College

- Associate in Applied Science, CIS Web Design
- 4.0 GPA
- President's Honor Roll

TOOLS

- Beanstalk
- Cornerstone
- Google Analytics
- Invision
- KissMetrics
- Optimizely
- Slack

SIDE PROJECTS

- GhostlyPixels
- Framework

SOFTWARE

- Photoshop
- Illustrator
- Indesign
- Sketch
- UXpin

CODE

- CSS
- HTML
- jQuery
- PHP

FRAMEWORKS

- Bootstrap
- Skeleton

CLIENTS



U B E R



M A S E R A T I
C A P I T A L



C H R Y S L E R
C A P I T A L.



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2014 - PRESENT SANTANDER CONSUMER USA UX MANAGER

Lead UX department and initiatives across multiple brand websites and proprietary internal web software systems. Report directly to the SVP of marketing and work closely with project management, development, mobile app, analytics, copy, SEO, social, and business stakeholders.

Primary Responsibilities

- Develop and refine internal UX process
- Hire, manage, mentor, and inspire members of UX department
- Foster team culture and implement initiatives to improve collaboration and reduce silos
- Manage project priorities to ensure deliverables are completed on time and to the highest quality
- Oversee and develop user flows, information architecture, wireframes, high fidelity mockups, and interactive HTML prototypes
- Lead creative brainstorms and conceptualizing to develop innovative interactive solutions
- Provide creative direction and oversee online branding and UI design
- Lead A/B testing efforts to optimize conversions and reduce user road blocks
- Implement analytics findings and user data to drive UX enhancements
- Conduct user testing and interviews to better inform UX decisions
- Lead presentations and internal pitches to stakeholders and executives

Brands/Clients:

- Chrysler Capital
- Helping Loans
- Sony Playstation
- RoadLoans
- Santander Consumer USA

Proprietary Internal Web Software Systems

- Customer account management
- Dealer account management
- Unsecured lending account management

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2013 - 2014 SANTANDER CONSUMER USA WEB DESIGN MANAGER

Lead design and front-end development initiatives across multiple marketing websites. Work closely with project management, development, analytics, copy, SEO, social, and business stakeholders.

Primary Responsibilities

- Hire, manage, mentor, and inspire members of web design department
- Manage project priorities to ensure deliverables are completed on time and to the highest quality
- Oversee and develop user flows, wireframes, high fidelity mockups, and interactive HTML prototypes
- Provide creative direction and oversee online branding and UI design
- Lead creative brainstorms and conceptualizing to develop innovative interactive solutions
- Implement analytics findings and user data to drive UX enhancements
- Lead presentations and internal pitches to stakeholders and executives

Brands/Clients:

- Chrysler Capital
- Maserati Capital
- RoadLoans
- Uber

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2013 - 2013 SANTANDER CONSUMER USA SR. WEB DESIGNER

Design, and perform front-end development for multiple marketing websites and back-end user flows. Work closely with back-end development, analytics, copy, SEO, social, and business stakeholders.

Primary Responsibilities

- Brainstorm and collaborate with business stakeholders and back-end developers
- Conceptualize, wireframe, and design hi-fidelity website mockups
- Code interactive HTML/CSS/JS prototypes
- Commit front-end code and coordinate deployments with back-end developers
- Re-brand properties and establish online style guides
- Provide leadership and mentorship to Jr. level web designers
- Support existing websites on Wordpress and Sitecore
- Present internal pitches to stakeholders and executives

Brands/Clients:

- Chrysler Capital
- RoadLoans

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2010 - 2013 ACROBATANT WEB DESIGNER

Design, develop, deploy and support client websites. Work closely with creative director, copy, and client stakeholders.

Primary Responsibilities

- Conceptualize, wireframe, and design hi-fidelity website mockups
- Code websites and integrate with various CMS systems, Wordpress, Drupal, Wolf CMS, and DotNet-Nuke
- Support websites, troubleshoot bugs, and train clients on website CMS
- Design online and traditional print advertisements
- Design and code email campaigns
- Assist with multiple television commercial video shoots, and print advertisement photo shoots

Brands

- Dominos Pizza
- HMA
- Mazzio's
- Kamagon Fitness
- Optimity Advisors

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2008 - 2010 ST. JOHN HEALTH SYSTEM WEB AND GRAPHIC DESIGNER

Design ad campaigns, print collateral, and websites. Work closely with marketing director, copy, and retained agencies.

Primary Responsibilities

- Develop and uphold brand standards across all mediums
- Design a range of print collateral, new logos and brand identities
- Design internal employee web portal
- Brainstorm and concept ad campaigns with retained ad agency
- Approve design work submitted by retained ad agency
- Design and code email campaigns
- Maintain website and integrate new features

Brands

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2012 - PRESENT GHOSTLYPIXELS SOLOPRENUER & DESIGNER

Personal side-project with a reach of 40,000+ downloads since launch. Design premium hand illustrated vector assets and PSD website template freebies for print and web designers.

Primary Responsibilities

- Sell on Veer, YWFT, CreativeMarket, various bundle websites, and GhostlyPixels
- Establish licensing deals with iOS apps Over and Studio for in-app purchases of my work.

2002 - PRESENT FREELANCE

Freelance web design, development, CMS integration, user experience, print design, 3d animation, and illustration for more than fifty clients.

Primary Responsibilities

- Design a range of print collateral, CD Albums, Book Covers, Custom Packaging, T-shirts, billboards, brochures, etc.
- Logo design and branding
- Illustration
- Website design, development, CMS integration, deployment, and maintenance

Select Clients

- GroupHug App (Tech startup), Chicago IL
- Harrison House Publishers
- New Medio, Tulsa OK
- Northstar Publishing, UK
- Wanttt (Tech Startup), Detroit MI