

Christopher Smith

Senior Product Designer | UX Strategist

Product Designer delivering user-centered, enterprise-grade web and mobile solutions that improve engagement, accessibility, and measurable business outcomes. Expert at translating complex requirements into intuitive workflows, building scalable design systems, and guiding cross-functional teams in Agile environments. Skilled mentor and strategic thinker with deep knowledge of accessibility (WCAG/ADA) and design governance, with a focus on enterprise product usability and security-conscious design.

Professional Experience

FIS Global — Charlotte, NC

Senior Design & Usability Analyst | October 2015 - August 2025

Shaped design strategy and execution for enterprise and B2B financial platforms, with emphasis on usability, accessibility, and scalable design systems supporting multiple product lines.

- Led design for next-generation SaaS retirement platform, consolidating several legacy products into a unified experience for participants, sponsors, and advisors, which secured multiple early-adopter client contracts.
- Owned the end-to-end design for the retirement platform's Administrative Console, resulting in a successful, on-time launch that enabled admin personnel to manage all integrated retirement tools, reducing time on task by 40%.
- Built and maintained a scalable, responsive design system in Figma that improved consistency, accessibility, developer handoff efficiency, and stakeholder engagement across multiple products.
- Supported responsive and native mobile app design for the retirement plan participants on iOS and Android platforms.
- Conducted extensive UX research, including competitor analysis, stakeholder interviews, and usability testing sessions, and incorporated findings to refine designs, boost user engagement, and reduce friction points.
- Facilitated collaborative workshops with design team colleagues to standardize design practices, improve consistency, and reduce inefficiencies, and subsequently became responsible for reviewing and approving all final designs.
- Partnered with product managers, engineers, and stakeholders to align objectives and oversee governance, ensuring design compliance and a reduction in identified accessibility issues.
- Directed the design for a wealth management product as the sole designer, improving UX and data visualization while supporting a codebase migration to Angular.
- Designed wireframes, prototypes, and high-fidelity UI in Figma and Miro, supporting iterative development and stakeholder feedback in Agile sprints.

UX Designer (Contract) | April 2015 - September 2015

Contributed to UX design for the Relius Retirement platform redesign, creating wireframes, prototypes, and performing design governance reviews.

- Collaborated with cross-functional teams to refine user stories and translate business requirements into intuitive design solutions that improved user experience.
- Led design for a hybrid mobile app for retirement plan participants that saved time and development costs by 50% over creating separate native apps.
- Designed data visualization features, such as investment and balance charts, for the retirement participant site.
- Reviewed final deliverables and provided actionable feedback to developers, ensuring design intent alignment and maintaining visual consistency across the platform.

Details

Charlotte, NC

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www.inceptive-notions.com

Please contact me for
Portfolio access.

Core Skills

Design Leadership &
Mentorship

UX Strategy

End-to-End Product Design

Design Systems &
Component Libraries

Wireframing and Prototyping
(Figma, Miro, Sketch)

Human-Centered Design

UX Research, Personas &
Journey Mapping

Usability Testing

Accessibility (WCAG/ADA)

Data-Driven Design &
Analytics

Cross-Functional
Collaboration

Agile and Scrum
Methodologies

Christopher Smith

Professional Experience Continued

Belk – Charlotte, NC

Digital Designer (Contract) | February 2015 – April 2015

Designed digital assets and promotional campaigns for Belk.com, supporting marketing initiatives during high-traffic retail seasons.

- Created promotional layouts and graphics that elevated visual appeal and user experience, contributing to a 36.7% year-over-year sales increase.
- Partnered with marketing teams to build personalized email campaigns, boosting click-through rates by 5–6% across daily marketing campaigns.
- Managed daily site updates via Workfront and Adobe Scene7, ensuring accurate and seamless promotional transitions.

Digital Experience Producer (Contract) | July 2014 – January 2015

Supported eCommerce operations for Belk.com, ensuring content accuracy, functionality, and brand alignment across digital channels.

- Maintained and updated Belk.com using CMS tools and proprietary systems, ensuring a consistent, user-friendly shopping experience.
- Collaborated with UX designers, copywriters, and developers to deliver pixel-perfect updates that strengthened brand consistency.
- Conducted QA testing to validate site accuracy, functionality, and accessibility, minimizing customer friction points.

Family Dollar – Matthews, NC

Senior Web Designer | August 2010 – April 2014

Led design and digital marketing initiatives focused on optimizing user experience and boosting engagement through conversion-focused design.

- Redesigned FamilyDollar.com, resulting in a 70% year-over-year increase in site traffic and stronger user engagement.
- Developed email campaigns and social media assets informed by user testing and analytics to improve conversion rates.
- Collaborated with IT to resolve technical issues, enhance performance, and ensure accessibility compliance across platforms.

Education

Bachelor of Fine Arts (BFA)

University of North Carolina at Charlotte

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Technical Skills

Figma

Sketch

Adobe Creative Cloud

Miro

HTML5/CSS

SublimeText

Microsoft Office

MacOS & Windows