

# Jeremy Smith

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Holistic Design Leader with 15+ years of experience navigating from experience design to enterprise innovation strategies. Specialist in AI Growth and Human-Centered AI, accelerating strategic adoption by partnering with business units, engineering, and data science teams. Proven track record of managing design teams (9+ years) and bridging silos to deliver cohesive product experiences. Expert in overseeing product portfolios from strategic definition through tactical execution, with a relentless focus on user needs assessment, design systems, and measurable business outcomes.

## CORE COMPETENCIES

- Design Leadership:** Design Thinking, Team Mentorship, Change Management, Strategic Systems Thinking, DesignOps.
- AI & Innovation:** AI Growth Strategy, Human-Centered AI, Machine Learning Integration, Chatbot/Conversational UX, Digital Transformation.
- Product & Execution:** Product-Led Growth, Agile/Iterative Development, Roadmapping, Cross-Functional Collaboration, ROI Analysis.
- Research & Systems:** User Research & Testing, Task Analysis, Design Systems, Competitive Analysis, Mobile & Desktop Platforms. Adobe Creative Suite.

## TECHNICAL SKILLS

**Design Tools:** Figma, Sketch, Adobe Creative Suite

**AI/Productivity:** ChatGPT, Gemini, Microsoft Office Suite, Figma

**Prototyping:** HTML/JS, Figma, Interaction Architecture

## PROFESSIONAL EXPERIENCE

### Optum | Senior Director of Experience | Feb 2023 – Nov 2025

Led strategic design initiatives within Corporate Strategy, focusing on high-level enterprise outcomes, AI transformation, and cross-functional team development.

- AI Growth & Strategy:** Developed the strategy for AI transformation across the Corporate Strategy group, ensuring high team adoption and establishing a scalable framework for future innovation and efficiency gains.
- Strategic Impact & ROI:** Created a proprietary framework to quantifiably measure the value of experiential outcomes against key business metrics, ensuring design initiatives drove revenue impact and product-market fit.
- Mentorship & Change Management:** Accelerated team effectiveness by 20% through the implementation of a skill grid assessment platform and Systems Thinking training, fostering a culture of proactive change management.
- Cross-Functional Leadership:** Led Product Experience for high-priority Enterprise Partnerships, bridging silos between design, product, and engineering to deliver cohesive outcomes for complex business problems.

### Director of Product Experience & Design | Sep 2020 – Feb 2023

Oversaw a scaling product design team, acting as a mentor and manager while ensuring unified experiences across the healthcare ecosystem.

- User Research & Empathy:** Scaled organizational empathy by designing a Clinical Immersion Program, allowing executive and product leadership to deeply understand user needs and workflows.
- AI & Machine Learning Integration:** Designed a digital behavioral health solution leveraging chatbot interventions and automated education, directly changing the way patients interact with care systems.
- Product-Led Growth:** Drove provider efficiency by redesigning the Provider Portal, streamlining core workflows for physician groups and revolutionizing workplace collaboration.
- Team Management:** Managed a diverse team of designers and design managers, providing strategic direction and fostering an environment of iterative development and UX perfection.

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## Work Experience Continued

### Product Experience & Design Manager | Feb 2018 – Sep 2020

Managed the tactical execution of product roadmaps, addressing the ecosystem dynamics of design and how product decisions support enterprise priorities.

- **Strategic Definition to Execution:** Led the PRD and design for a comprehensive virtual care delivery platform, supporting a massive shift in care delivery behavior during the early pandemic.
- **Experience Unification:** Unified patient health management applications, condensing multiple disparate experiences into one streamlined, cohesive digital channel.
- **Complex Systems Design:** Developed flows and designs for the Genomics England rare genetic condition program, managing consent protocols within a highly regulated environment.

### Manager of UX/IX Design | Aug 2016 – Feb 2018

Focused on influencing client decisions regarding user experience and managing UX designers and researchers across multiple projects.

- **Design Systems & Prototyping:** Participated in the development of the company Design System by building robust HTML/JS prototypes and custom JS libraries to provide automated guidance on build specifications, accessibility, and core platform components.
- **Interaction Design:** Created conversation architecture and interaction patterns for chatbot support agents, establishing early frameworks for automated user assistance.
- **Platform Unification:** Designed patient and provider portals to connect regional health system care delivery, ensuring visual and functional consistency across web and software applications.

### UnitedHealth Group | Senior UI Designer | Aug 2013 – Aug 2016

- **Mobile & Web Design:** Developed next-generation wellness portals and mobile experiences for Medicare & Retirement, utilizing cognitive science principles to drive behavior change in weight loss and smoking cessation programs.
- **Data Visualization:** Designed dashboards for business intelligence and healthcare economics, transforming complex data into actionable insights.

## PREVIOUS EXPERIENCE

Information Architect & UX Designer: E-commerce and Business Intelligence Platforms

Graphic/Print Designer & Developer: Branding and Digital Marketing

## EDUCATION & CERTIFICATIONS

Systems Thinking Certificate Program | Cornell University

Graduate in Graphic Design & Art Direction | Portfolio Center

B.A., Fine Arts / Graphic Design | Indiana University

A.A.S., Commercial Art & Advertising | Jefferson Community College

## INTERESTS

- **Performance Optimization:** Applying a systematic, research-first approach to personal pursuits, including completing ten 100-mile ultramarathons
- **Design & Fabrication:** "Make it work" ethos applied to DIY projects, from vehicle maintenance to home gut-rehabs.