

Sky Smith

Senior Product Designer · San Diego, CA

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Product designer with 7+ years of UX and product design experience, leading 0-to-1 and growth work in trust-sensitive consumer and scientific products. At Experian, I lead design for the consumer Dashboard and Financial Health across iOS, Android, and web, guiding people through complex financial decisions with measurable gains in activation, engagement, and revenue. I facilitate cross-functional workshops and work AI-native from strategy through delivery.

EXPERIENCE

Experian

Remote

Expert Product Designer

Nov 2025 – Present

Senior Product Designer

Oct 2023 – Nov 2025

- **Product ownership:** Lead design for the member Dashboard and Financial Health in Experian's freemium consumer platform across iOS, Android, and web, from strategy and concept through high-fidelity UI and engineering delivery.
- **0-to-1 launch:** Led design of Financial Health, Experian's first holistic financial wellness experience. Of users who saw it, 58% started the assessment and 77% of those completed it; completers logged in 10% more often.
- **Monetization:** In experimentation, Financial Health lifted total revenue by about 3% through higher marketplace revenue per visit, with no loss in core engagement.
- **North Star vision:** Reframed Financial Health from a one-time score into a continuous coaching loop (assess, guide, act, measure, and reassess) spanning Credit, Money, Insurance, and Identity; the vision now guides the product roadmap.
- **Lifecycle structure:** Design the navigation, information architecture, dashboard, onboarding journeys, and notifications that drive activation, return visits, and cross-product adoption.
- **Trust and research:** Design experiences around sensitive personal and financial data with legal, data science, and modeling partners, validated through four rounds of research, including a diary study.
- **Leadership:** Mentor designers and lead workshops that align product, engineering, and research; authored 10 experience principles used across nine partner functions.
- **AI-native workflow:** Prototype and explore with Claude Code, Codex, and Figma Make to test interactive concepts faster and at higher fidelity.

FreshForm

Interactive

Digital product design agency

User Experience Designer

Jul 2022 – Oct 2023

- Embedded designer on Seer's Proteograph Analysis Suite, a complex proteomics SaaS platform; helped rebuild its information architecture around how researchers actually work.
- Facilitated sitemap and information architecture workshops with Seer's product and engineering teams; worked in their sprints writing user stories and acceptance criteria and running design QA.
- Designed a provider-facing educational website for Dexcom, a leader in glucose monitoring.
- Led UX and UI for enterprise clients, including HP, across B2B and B2C strategy, design systems, and customer journeys.
- Ran client workshops to align stakeholders on product direction.

Freelance

Self-employed

UX Designer and Illustrator

Aug 2018 – Oct 2022

- Designed websites, applications, information graphics, and illustrations for startups and clients including SeaDoo, the University of California, and California State University.

EDUCATION

M.S. Earth Science

University of California, Santa Cruz

B.S. Geology

University of Florida

UX Design Immersive

General Assembly

SKILLS

Expertise

0-to-1 product design · Growth, activation, and retention · Lifecycle and notifications · Experimentation and data-informed design · Trust and personal-data UX · Mobile (iOS, Android) and responsive web · Information architecture · Design systems · Workshop facilitation · Mentorship · User research

Tools · Languages

Figma · Figma Make · Claude Code · Codex · Adobe Creative Cloud | English · Spanish