Priscilla Smithers
Senior UX Designer
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Professional Summary

Dynamic **Senior UX Designer** with 10+ years of experience crafting user-centered digital experiences that turn complex data into intuitive, actionable insights. Proven success designing scalable systems and delivering data-driven storytelling for global brands. Adept in **data visualization**, **prototyping in Figma**, and cross-functional collaboration to drive decision-making. Passionate about making data **accessible**, **intuitive**, and **impactful** through design.

Core Competencies

- Data Visualization & Storytelling
- UX Design & Information Architecture
- Figma Prototyping & Wireframing
- Design Systems Development
- Accessibility & Inclusive Design
- Power BI & Tableau
- A/B Testing & Heatmap Analysis
- Stakeholder & Cross-functional Collaboration

Professional Experience

TEMPUR SEALY INTERNATIONAL — *London, United Kingdom*
Global UX/UI Team Lead
03/2020 – 06/2024

- Led UX/UI strategy and brand experience across 21 eCommerce sites and 70+ distributor platforms.
- Managed global digital producers and collaborated with marketing, engineering, and leadership.
- Designed and maintained scalable design systems to ensure cross-platform consistency.
- Delivered wireframes, prototypes, and UX documentation to inform personalized user experiences.
- Created campaign assets and product launch materials aligned with KPIs.

Senior UX & UI Designer
01/2019 – 02/2020

- Developed multilingual, market-specific creative assets for international campaigns.
- Designed responsive email templates and digital marketing assets with CRM teams.
- Focused on brand consistency and conversion optimization.

Web Designer & Front-End Developer
04/2018 – 12/2018

- Built marketing pages, hero graphics, and social content.
- Executed A/B tests and heatmap analysis to improve UX and messaging.

- Developed front-end experiences supporting global campaigns and email marketing.

PES CREATIVE — *London, United Kingdom*
Founder & Consultant
03/2018 – Present

- Founded a boutique agency specializing in UX design, branding, and digital strategy.
- Created brand identities and design systems for international clients.
- Led long-term creative direction and campaign execution.

MUD INCLUSIVE DESIGN AGENCY — *London, UK*
Founder & Creative Director
03/2015 – 04/2018

- Directed design strategy for inclusive UX, brand refreshes, and marketing campaigns.
- Produced digital content: emails, banners, social graphics, animations, and presentations.
- Managed editorial calendars and created assets for social media marketing.

MOORSIDE OFFICE (MONKEY OFFICE) — *London, UK*
Graphic Designer & Marketing Manager
03/2010– 04/2015

- Oversaw creative strategy for the UK's largest independent stationery eCommerce retailer.
- Delivered digital advertising, marketing materials, and seasonal promotions.
- Guided visual campaigns from concept to final rollout.

Education

MIT Professional Education — Dallas, TX
Backend Development (MERN Stack), 2024 – 2025

Digital Marketing Institute — London
Professional Certificate, Digital Marketing & Social Strategy, 2023

University of the Arts London — London
Professional Certificate, UX Design & Digital Strategy, 2022

Peter Symonds College — Winchester
A Levels: ICT, Art & Design, 2003 – 2005

Kings' Winchester — Winchester
GCSEs: Design Tech, IT, Art, French, Science, English, Maths, 1994 – 2003

Skills & Tools

UX & Design:
UX Strategy, UI Design, Brand Identity, Design Systems, Information Architecture, Wireframing, Prototyping, Visual Storytelling, User Research, Accessibility

Design Tools:
Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Express), Sketch, Axure, Canva, After Effects, Cinema 4D, Blender

Web & Dev Tools:
HTML5, CSS3, Bootstrap, WordPress, WebFlow, Salesforce (Demandware)

Productivity & Analytics:
Jira, Asana, Microsoft Office, Google Analytics, Contentsquare, Hotjar, Omniconvert, Mailchimp, Amplience, UserTesting.com

Methodologies:
A/B Testing, Agile Processes, Heatmap Analysis, User Testing, Journey Mapping, Site Mapping, Campaign Strategy, Time Management