

Charles Wyke-Smith

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User Experience management, strategy and design

UX leadership and evolved production processes that rapidly transform user needs and business objectives into exciting, intuitive, and revenue-generating products

Portfolio: <https://www.wykesmith.com/portfolio>

Recent User Experience Design Roles

Doxy.me - May 2020 - present | Telehealth Platform

Director of UX and Customer Experience

- Built UX team from scratch, hiring team members, developing processes and aligning product design with overall strategic goals
- Lead and mentor UX team, coordinating design activities with product and development teams
- Designed and delivered production processes that aligned Research, Product Management, UX, Development and QA for increased operational efficiency
- Promoted to Director Customer Experience 8/21 to additionally manage Content, Website, Support and Outbound Communications processes
- Lead design innovation group, including VR onboarding avatars and AI conversational support bots

PhishLabs - Nov 2019-April 2020 | Cybersecurity

UX Design Lead

- Researched and designed cybersecurity dashboards displaying phishing attacks and mitigation status
- Conducted research with clients to developed new workflows and prototypes for improved triage of issues
- Worked with management team to identify and prototype new product opportunities

BBd - Feb 2019-Oct 2020 | UX and Marketing Consulting and Design

Provided UX consulting and design services for AutoNation, National Golf Course Owners Association, and others.

Verge Health - Feb 2017-Jan 2019 | Healthcare Governance and Compliance platform

UX Designer

- Modernized and standardized Converge platform-wide
- Establishing a Material-based Design System for cross product UI consistency
- Designed new platform architecture to integrate products into a unified suite
- Led innovation team in creation of new products, including:
 - Payer Enrollment product to enroll newly hired practitioners with insurance companies, increasing revenue by 20% from existing Practitioner Credentialing customers
 - Roles and Locations system to simplify secure assignment of roles and rights across the platform

Bublish - Sept 2012-Jan 2017 | Independent Author Promotion platform

Strategy and UX

Researched, designed and front-end coded initial product, including:

- Socially-discoverable "book bubbles", and a suite of social network tools to help independent authors write, market and sell their books
- Subscription-based book writing tool that outputs ready-to-distribute eBooks, resulting in 10% revenue increase in first month after launch

PeopleMatter - May 2009-Aug 2012 | Hiring and HR Management for Franchises

VP of Product Strategy

- Designed and drove initial product to successful launch in five months
- Managed product releases resulting in three major modules live in Y1 and over 25 restaurant chain sign-ups
- Researched and designed workflows of Hire, Learn and Schedule modules to create an integrated platform, enabling over 100 restaurant chains to manage all hourly staff through PeopleMatter within three years

Benefitfocus - Dec 2006-April 2009 | Benefits Management

Director of User Experience

- Led UX/UI team with seven direct reports, with responsibility for platform-wide research and product design
- Generated \$375K of new revenue first year from redesign of Medical Bill Presentment system
- Reduced call center volume by 20%+ with redesign of secure, HIPAA-compliant password retrieval system

Before Dec 2006

Full-time and consulting UX roles at Palm, Wells Fargo, ESPN VideoGames, University of California SF.

Skills

- **Design:** UX Research, Information Architecture, Web and Mobile UI design
- **Technology:** HTML5, CSS, JavaScript, User Acceptance Testing, Agile/SCRUM implementation
- **Business:** Strategic Planning, Design Leadership, Production Process Design, Business Requirements, Analytics
- **Innovation:** Feature design based on emerging trends and user research, including VR and AI applications

Software

Figma, Sketch, Adobe XD, LucidChart, Balsamiq, Adobe CS, Dovetail, ZeroHeight, Slack, Pendo, Jira, ClickUp, Airtable, and more.

Education/Writing

UX Master Certification - Norman Neilson Group

Author of four Web design books for Pearson Education, including "Stylin' with CSS - a designer's guide"

Studied Economics at Nottingham Trent University, UK