

Kendric Smith

CREATIVE STRATEGIST · PRODUCT DESIGNER · ART DIRECTOR

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Senior designer with **17+ years** across digital, web, and app design — part visual designer, part digital builder, part business strategist. I've worked with **Fortune 500 companies and startups**, delivering design that balances creativity with what a business needs to ship.

EXPERIENCE

Creative Technologist & Art Director 2009 — Present

INDEPENDENT · OAKLAND, CA

UI concepts, logos, and brand identities for clients across **enterprise tech, healthcare, financial services, and consumer brands**. Design and build sites and apps on **Webflow, WordPress, and FlutterFlow**, integrating Zapier, AI tooling, and third-party APIs. Manage end-to-end project lifecycles working directly with business owners.

Sr. UI / Visual Designer 2021 — 2023

PUBLICIS GROUPE · APPLE, ROADMASTER, MASTERCRAFT

Designed intuitive UI for apps and websites with seamless cross-platform experiences. Built and maintained **design systems, style guides, and iconography** for brand consistency. Partnered with product managers, engineers, and content strategists in an Agile environment, leading wireframing, prototyping, and journey mapping.

Digital Designer 2021 — 2022

SKÖNA · LIVERAMP

Redesigned LiveRamp's website around a new brand system, simplifying complex enterprise content into flexible templates and custom elements. Launched ahead of the RampUp summit and **shortlisted for Best B2B Website at the 2022 Awwwards**.

Design Lead 2019 — 2020

HERO DIGITAL · TXU ENERGY

Led a design team and provided art direction from ideation through review, aligning output with client goals. Redesigned **TXU's customer dashboards**, improving usability and visual clarity for one of Texas's largest retail energy providers.

Sr. Web Developer 2019

KAISER PERMANENTE · MEDICAL GROUPS

Built responsive WordPress themes plus the graphic elements, wireframes, and prototypes behind them, and developed **custom plugins** where design needs outran the platform. Managed content, optimized forms and navigation, and tested across browsers and devices.

TOOLKIT

Figma Sketch Adobe CC
Framer Zeroheight Notion
Webflow FlutterFlow
Firebase Cloudflare
Claude ChatGPT Make
Zapier Airtable

CAPABILITIES

PRODUCT DESIGN

UX strategy, interaction design, design systems

CREATIVE DIRECTION

Brand identity, visual strategy, art direction

CREATIVE TECHNOLOGY

Design and build — no handoff gap

FRACTIONAL LEADERSHIP

Senior creative leadership for lean teams

SELECTED CLIENTS

DIRECT & AGENCY

Apple · Kaiser Permanente · LiveRamp ·
Publicis Groupe · TXU Energy ·
Roadmaster · Mastercraft · CardLinX ·
HotelQuickly

RECOGNITION

Awwwards *Best B2B Website* shortlist,
2022 — LiveRamp