RAVEN NESMITH

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EXECUTIVE SUMMARY

Senior UX/Product Designer and researcher with 5+ years designing complex B2B and edtech platforms, including tools used by 30,000+ schools. Leads work from discovery to shipped design: 150+ user interviews, a 60+ screen system redesign, and research that shaped product roadmaps. Since 2024, has run an independent UX studio and built an e-commerce brand end to end. That work added a focus on conversion, measurable outcomes and fast iteration.

PROFESSIONAL EXPERIENCE

Raven & Rise

Independent UX & Product Designer (Founder) January 2025 - Current

- Run UX audits, conversion optimization and website builds for small e-commerce and service businesses. Turn heuristic reviews, analytics and customer feedback into prioritized design changes.
- Audited a fashion boutique's e-commerce site and found 6 high-impact conversion issues: no value proposition above the fold, overloaded navigation, buried brand story, low-placed reviews and an underpromoted plus-size range. Delivered a prioritized redesign plan, decreasing bounce rate from 72%-38%
- Audited an Etsy shop's storefront and refreshed SEO across 10 listings. Increasing page views by 25%
- Designing and building a travel agency's site and booking flow: client intake forms, a payment-gated scheduling flow, T&C and FAQ pages, and automated review requests.
- Designed a complete brand identity for a beauty services business.

Emma Daisy LLC

E-commerce & Operations Coordinator — Beauty Products January 2023 - Current

- Streamlined operational workflows and documented business processes, reducing order processing time and improving team efficiency.
- Create and maintain dynamic purchase, inventory, and procurement tracking systems using Excel/Google Sheets, improving stock accuracy.
- Sources, negotiates with, and manages suppliers for packaging, marketing materials, and product inventory to control costs and ensure quality.
- Run email, social and paid campaigns, including automated abandoned-cart and review-request flows. Track KPIs and iterate on what performs.
- Created the brand identity and packaging system across around 25 products.
- Designed and built the Shopify storefront end to end: information architecture, product pages, checkout, and payment and shipping integrations.
- Plan and execute digital marketing campaigns (email, social media, paid ads), track KPIs, and optimize for higher ROI.
- Manage suppliers and budgets for packaging, materials and inventory.

LINQ

Senior UX Designer & Researcher May 2024 – September 2024

- Led discovery, research and design as the subject matter expert for the Nutrition product group, on a platform serving 30,000+ schools.
- Ran 100+ qualitative interviews with school and district users and internal teams. Defined research questions and study plans, and chose qualitative and quantitative methods.
- Redesigned a 60+ screen inventory management system around observed workflows, streamlining the Add Item flow from 16 pages to 9, and modernizing a dated desktop interface to meet WCAG accessibility standards.
- Turned synthesis into recommendations for product, engineering and leadership that shaped roadmap priorities.

UX Designer/Researcher April 2021 – May 2024

- Delivered 50+ design projects from problem framing through prototyping, usability testing and developer handoff in an agile team.
- Designed the state and district integration for the national Food Distribution Program, supporting program compliance for 17M+ students.
- Made research-driven usability recommendations across 3 platforms and presented them to senior stakeholders, aligning research with roadmap goals.

PREVIOUS EXPERIENCE

- **nSmiles** | UX Designer Intern (2020): Redesigned subscription and purchase flows for an international mental wellness platform, from proposals to high-fidelity mockups.
- **3M** | Quality Control Analyst (2019 – 2021): Ran 500+ quality analyses and 2 audits, working with engineers and partners to fix customer-facing quality issues.
- **Vanguard** | Retirement Specialist (2017 – 2019): Served on a company-wide digital task force improving processes for internal and external users. Contributed to a 10% increase in satisfaction scores.

EDUCATION

UX/UI Design Certificate | Springboard UX/UI Design Bootcamp | 9-month, 700-hour program with industry mentor

B.A. Biological Sciences | Clemson University

RELEVANT SKILLS

Research & Insights
Mixed-Methods Research • User Interviews • Survey Design • Usability Testing • Research Synthesis • Affinity Mapping • Survey Design • Synthesis and Affinity Mapping • Analytics Interpretation • Journey Mapping

Design
Product Strategy • Wireframing • Prototyping • Low- & High-Fidelity Design • Information Architecture • Interaction Design • Visual Design • Design Systems • Accessibility (WCAG) •

Tools & Technologies
Figma • Adobe Creative Suite • Miro • Lucidchart • InVision • Marvin • Asana • Excel / Google Sheets • Shopify • Squarespace UserTesting • Google Analytics • Analytics tools • Qualtrics • AI-assisted research tools

Collaboration & Leadership
Cross-Functional Collaboration • Stakeholder Management • Agile & Lean UX • Mentorship • Design QA • Workshop Facilitation • Project Prioritization

Business & Operations
E-commerce Optimization • Inventory & Workflow Systems • Vendor Management • Digital Marketing Strategy • KPI Tracking & Reporting • Process Improvement