CHYNA SMITH

SENIOR PRODUCT DESIGNER | UX STRATEGY | END-TO-END PRODUCT DESIGN

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SUMMARY

Senior UX & Product Designer with 8+ years of experience delivering complex enterprise web, mobile, and native applications. Specializes in end-to-end product design, strategy, and research for Fortune 500 and high-growth enterprises.

PROFESSIONAL EXPERIENCE

Senior Product Designer & Founder | TrueUX Design LLC **March 2021 - Present**

- Direct end-to-end product design engagements from discovery and UX strategy through high-fidelity UI, prototyping, and developer handoff.
- Translate user research, business goals, and technical constraints into accessible digital experiences, partnering with cross-functional teams to drive measurable outcomes.

SELECTED CLIENT ENGAGEMENTS

BJC Healthcare | Enterprise Healthcare Product Design

- Led research and design for a **$20M clinical communications initiative spanning 24 hospitals and 22,000+ clinicians**, using nurse feedback and card sorting to optimize app navigation and **enable 30% faster access** to critical functions.
- Partnered with Epic to redesign and launch digital whiteboards in patient rooms, translating clinical requirements and user needs into intuitive interfaces that replace manual whiteboards and streamline patient communication.

Envu (formerly Bayer Environmental Sciences) | Horizon Rewards Loyalty Program

- Designed an end-to-end digital experience for a B2B loyalty and rebate program, simplifying complex reward tiers and **increasing trade show sign-ups by 40%.**
- Developed responsive workflows and intuitive navigation to help sales representatives communicate program benefits and drive cross-category product adoption among commercial operators.

Planned Parenthood | Roo Chatbot

- Redesigned AI-powered chatbot and human-assisted chat experiences, optimizing conversational flows to **increase conversions by 57%** and **reduce abandonment by 43%**.
- Applied iterative usability testing and research insights to improve accessibility, navigation, and user confidence for an experience serving **1M+ users.**

Additional Enterprise Clients: Microsoft, Coinstar, American Cancer Society, Centene, and Winchester Ammunition

EARLIER EXPERIENCE

Senior User Experience Designer | The Boeing Company **December 2021 - May 2023**

- Redesigned Large Area Displays (LADs) and Head-Up Displays (HUDs) for the F/A-18 Super Hornet and EA-18G Growler as part of a **$1.25B fleet modernization program** to enhance operational effectiveness and mission-critical capabilities.
- Partnered with U.S. Navy pilots, Department of Defense specialists, and engineers to ensure compliance with aviation standards while mentoring three junior UX designers through design reviews and feedback.

EARLIER EXPERIENCE (cont.)

User Experience Designer | The Boeing Company **November 2018 - November 2021**

- Optimized the C-17 learning management system, saving pilots an average of **5 hours per month** and contributing to **$1.2M in pilot training cost savings.**
- Developed wireframes, interactive prototypes, and design systems to streamline developer handoffs and ensure consistent, high-quality implementation.

Technical Consultant | The Boeing Company **July 2015 - November 2018**

- Collaborated with Enterprise End User Service teams and external vendors (Dell, Cisco, Oracle, and Avaya) to manage requirements and deliver infrastructure solutions for new Boeing locations.
- Conducted workflow analyses and technical feasibility assessments to ensure that solutions met operational requirements and implementation timelines.

CORE CAPABILITIES

Product Design: End-to-end UX, interaction design, conversational design, visual design, high-fidelity prototyping, responsive web, native apps, AI-assisted workflows

Strategy & Research: Product discovery, UX strategy, user interviews, usability testing, data-informed iteration, A/B testing

Leadership & Delivery: Client presentations, stakeholder alignment, workshop facilitation, design critiques, mentorship, agile collaboration

Systems & Accessibility: Design systems, WCAG 2.2 AA, inclusive design

TOOLS

Design & Research: Figma, FigJam, Sketch, Adobe CS, Miro, Dovetail, Maze, Hotjar, Jira, UserTesting

AI & Prototyping: ChatGPT, Claude, Gemini, Lovable, ProtoPie

Technical Familiarity: HTML, ServiceNow, Webflow, Shopify

EDUCATION

Master of Arts, User Experience Design | Maryland Institute College of Art, 2020

Bachelor's Degree, International Business, Logistics & Operations Management | University of Missouri - St. Louis, 2012

RECOGNITION

Modern Day Technology Leader Award | BEYA, 2022

Technology Rising Star Award | Women of Color STEM Conference, 2021