

# Cheryl Smith — Senior Product Designer

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## EXPERIENCE

### LinkedIn, Sunnyvale, CA — Senior Product Designer

October 2017 - PRESENT

Worked on end-to-end customer experience platforms that span the entire enterprise customer lifecycle across sales, customer support, and marketing. Member of the LinkedIn Business Platform team where I am responsible for the system design, service design, and product design of the customer and employee experiences that enable LinkedIn's enterprise product administrators.

### HR Cloud & NEOGOV, El Segundo, CA — Product Designer

November 2014 - October 2017

Responsible for the design of human resources management tools. HR Cloud products offer the complete suite of HR software as a service applications including recruiting, applicant tracking, and performance appraisals. NEOGOV is the market leader for the public sector HR software market, serving over 1,200 customers in federal, state, and city/county higher education segments of the marketplace.

### Forty-Niner Shops, Inc, Long Beach, CA — Student Graphics Supervisor

May 2013 - December 2014

At the 49er Shops, I created designs for displays and worked directly with internal clients to complete projects from conceptualization to production end. Projects include print materials (posters, banners, flyers, postcards), motion graphics, web graphics (including social media), overseeing branding, rebranding, photography, and photo editing. I oversaw the design team by distributing projects and communicating with upper management.

## EDUCATION

### Cal. State University, Long Beach — Bachelor of Fine Arts, Graphic Design

September 2009 - May 2014

Activities and societies: National Society of Collegiate Scholars, NCAA Division 1 Track Team, Visual Communication Design Association (VCDA), BFA for Graphic Design Program  
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President's Honor List 2010-2012, Dean's List 2009 and 2011, Overseas Study Program in 2012.

## ACHIEVEMENTS

### Dynamic rendering of items in space-constrained container in user interface — Patent number US 11 106324 B2

Issued August 31, 2021

Algorithm to completely render space-constrained items in a single progressive render in Browser, Mobile, and WebViews.

## SKILLS

Figma  
Sketch  
Illustrator  
Jira  
Adobe Creative Suite  
Photoshop  
After Effects  
Principle  
Motion graphics  
Usability testing  
UX research  
Interaction design  
Accessibility (WCAG)  
Wireframing  
Storyboarding  
Basic HTML  
Design systems  
Visual design

## OTHER INTERESTS

Drawing  
Painting  
Sewing  
Crocheting  
SCUBA Diving  
Rock Climbing  
Camping  
Hiking  
Dystopian Fiction  
Futuristic UI in film  
Traveling  
Pole Vaulting  
Soccer