

STUART H. SMITH

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Senior Project Director / User-Experienced Design Specialist

Proven track record of success in identifying product user requirements, optimizing compatibility, and yielding accelerated user-learning curves. Supports software engineers by employing multi-stage analysis within real world testing scenarios. Credentials feature Master of Science Degree in Manufacturing Systems Engineering and ongoing graduate studies in Industrial Design. Conversational Spanish skills.

Core Competencies

- Human-Centered Design & Usability Testing / Research
 - Information Architecture & Prototype Testing
 - Generative Testing Methods / Affinity Diagramming
 - B2B & B2C Marketing / Solutions-Focused Sales Strategies
 - User Requirements & Participative Design
 - Ethnographic Study / Empathic Design
 - Contextual Inquiry / Interaction Design
 - Social Media & SEO Campaign Management
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Experience and Accomplishments

User-Centered Design Institute, Marlton, NJ 5/11-Present
Global educational organization committed to advancing the role of design, balancing legally required accessibility with best practices in human-centered / universal design.

Senior Project Director

- Led cross-functional Design Research Project, determining upgrades critical to Newark-based PNC Bank Financial Group meeting community-centric technology and customer service needs.
- Spearheaded Atlantic City Museum of Science Design Research Project. Applied user-research methodologies to analyze museum physical facilities, visitor services, events, and exhibits. Determined recommendations benefiting both special needs and public-at-large patronage.
- Identified need for service delivery and assistive technology service improvements at New Jersey Executive Office of Health and Human Services in response to onslaught of statewide institutional care facility closings. Conducted interviews, literature reviews, and researched benchmarking studies of comparable state agency services.
- Recommended incorporation of Universal Design marketing principles within Campbell Soup Company to optimize United States product assessment. Applied user research methodologies: card sorting, interviews, and focus group studies to yield quantifiable consumer research results.
- Developed 5-year business plan to augment New Jersey Institute (NJIT) for Neuro-Integrative Development in improving non profit educational service delivery and coverage area.
- Designed and delivered Inclusive Design Educational Programs, benefitting NJIT student and staff populations.

New Jersey Volunteer Alliance, Clifton, NJ 2/10/-5/11
Non-profit agency managing state's federal allocation of volunteer revenues.

Project Manager

Facilitated organization in evolving into permanent status, enhanced functionality of volunteer database, and provided management hierarchy input regarding office equipment procurement and vendor management.

- Promoted community service, community service-learning, and volunteerism by generating public and private funding for community-based organizations.
- Wrote and reviewed grants, culminating in assignment of monies for statewide volunteer efforts.
- Mobilized individuals and nonprofit, corporate, and government entities, forging partnerships founded on commitment to service and volunteerism.
- Advocated for development and promotion of public policies and private initiatives, capitalizing on service delivery and volunteerism as effective strategies to address community needs.

Lucent Technologies, Princeton, NJ 2/07-2/10
Global telecommunications equipment and services provider.

Project Manager, Supply Chain Systems • 2/09-2/10

Supported IT implementation projects, streamlining product development and benchmarking best practices.

- Administered \$12.5M IT project budget, managed vendors and contracts, developed and tracked performance metrics, and generated communication vehicles that advanced project and stakeholder support.

Product Development and Realization Specialist • 2/07-2/09

Assessed enterprise business services and wireless networking customer needs.

- Identified and implemented cost and performance improvements using target costing and competitive analysis.
- Boosted accountability and enhanced product-testing efficiency and product quality.
- Gained 60% reduction / \$2M annual savings in wireless network installations, partnering with cross-functional team members.

Experience and Accomplishments . . .

Volkswagen of Freehold, Freehold, NJ

1/05-2/07

Market Segment Manager, Northeastern Automotive Safety Sensor Products Division

Orchestrated divisional marketing strategy, achieving 15%+ revenue growth across key sensor product lines and \$30M+ annual sales growth.

- Coordinated efforts between field sales, design engineering, operations, and customer service personnel to achieve winning business bids and proposals.
 - Researched global sales trends and identified top performing emerging markets as initial phase of new product placement and positioning.
 - Developed short- and long-term forecasts for planning cycles across 4 product lines comprised of 20+ products.
 - Analyzed legislative developments and government safety proposals to identify product innovations and determine design impact.
 - Developed and administered business contracts and long-term agreements.
 - Participated in industry shows and conferences to sustain division's competitive advantage. Led product launches and designed and delivered marketing communications.
 - Established product pricing strategies and design cost targets for 30+ business proposals. Collaborated on global level to ensure alignment of product strategies, pricing, and business opportunities.
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Education

Bachelor of Science Degree Candidate, Mechanical Engineering, New Jersey Institute of Technology, Newark, NJ •
Slated for December 2015

Master of Science Degree, Manufacturing Systems, Rutgers, the State University, New Brunswick, NJ • May 2010
Concentration: Integrated Design for Marketability and Manufacturing

Bachelor of Science Degree, Chemical Engineering, Ohio State University, Columbus, OH • May 2006

Professional Development / Affiliations

American Society of Mechanical Engineers

Society of Engineers

Volunteer Activities

Design & Build Member Regional Building Committee, Belmar, NJ

Student Mentor, The Engineering School, Secaucus, NJ