

# Robin Smail

User-centric design, accessibility know-how, and Oxford commas.

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## SELECTED EXPERIENCE

### User Experience Designer

*Penn State University, IT Communications & Web*

UNIVERSITY PARK, PA 2020 - PRESENT

Coordinate web strategy, content strategy, accessibility, and usability best practices at the institutional level of a Research-1 public university.

- Lead large, content-rich UX web and application development projects, meeting needs for diverse audiences in higher education.
- Perform initial user testing to help define and understand user behaviors, needs, and motivations. Use prototypes, personas, task analyses, and interviews to create informed user experiences.
- Create sitemaps, user flows, wireframes, annotations, and other materials to communicate UX recommendations in alignment with the strategy, scope, and priorities of each project.
- Conduct usability testing to identify user frustrations and problems for cross-unit outreach. Present findings and recommendations for improving the user experience in subsequent development cycles.
- Help establish Penn State IT web strategy and governance processes, focusing on moving from a decentralized arena to a distributed governance model, empowering teams to manage their content while a central team provides leadership and support.
- Overhaul the existing web design process to reflect a new focus on accessibility and best practices in all facets of our work. Eliminated FAQs and stale content practices, opting for evergreen content and future-proofing against inconsistent updating practices.

### UX Designer and User Advocate

*Penn State University, TLT Studio*

UNIVERSITY PARK, PA 2014 - 2020

Apply universal design thinking to application development in a teaching and learning environment of a Research-1 public university.

- Lead UX projects and enterprise application development for use in teaching and learning environments within higher education.
- Conceptualize user interfaces for application development and proof of concept prototypes. Advocate for the needs of educators and learners, balancing accessible user experience and project objectives.

## SKILLS

### Design

- User research
- User journeys
- Storytelling
- Wireframing
- System and process design
- Usability evaluation
- Accessibility evaluation

### Content

- Content strategy
- Web governance
- Writing for the web
- Structured content
- Content audits
- Brand alignment

### Relationships

- Project management
- Stakeholder and admin buy-in using metrics, education, and storytelling
- Qualitative interviews with internal, external audiences
- Teambuilding, mentoring, and collaboration

## TECHNOLOGIES & TOOLS

### UX and Design

- Sketch, Adobe XD, UXPin
- Adobe Creative Cloud
- Qualtrics, Google Forms
- Optimal Workshop
- Treejack, FlowMapp
- Coffee

- Reframe accessibility as a principal part of the design process and application development. Required all web projects and applications reviewed by Penn State's Accessibility team prior to launch.
- Gain stakeholder support and buy-in with clear explanations and practical application of universal design thinking.
- Lead content strategy and branding efforts on university-side initiatives and create transparent, open environments to encourage authentic discussion and collaboration.
- Conduct UX and accessibility workshops.

## **User Experience Design Lead**

### *Firebrand Tribe*

LEMONT, PA

2012 - 2014

Empower clients to create, control, and curate their content for the web.

- Conduct holistic system UX evaluations and provide follow-up recommendations with a focus on usability, accessibility, system performance, and best practices.
- Research market trends and write competitive analyses for client proposals and redesigns. Coordinate project kick-offs, stakeholder workshops, lab- and field-based testing, and issues analysis.

## **Educational Technologist**

### *Penn State University, Education Technology Services*

UNIVERSITY PARK, PA

2009 - 2012

Consult with faculty to select, test, and implement technologies that create opportunities for student engagement, active learning, digital scholarship, and collaboration.

- Coordinate community engagement for ETS and TLT events to grow and expand the Penn State instructional design and technical communities. Leveraged social media strategy and unconference events to include community input and participation.
- Give invited talks, hands-on workshops, and presentations to university groups, events, and national conferences on the use of technology and social media in higher education.

## **Program Specialist, Instructional Design Assistant**

### *Penn State University, World Campus*

UNIVERSITY PARK, PA

2006 - 2009

Provide development and delivery support services for course offerings for Penn State's World Campus.

- Support instructional designer and faculty needs while collaborating with IT and multimedia staff during online course development.
- Maintain over 40 World Campus course offerings using internal content management systems and design templates.

## **Web and Testing**

- WordPress and WP plugins
- HTML/CSS
- axe DevTools
- WAVE
- Google Analytics
- DubBot Web Governance Reporting

## **Project Management**

- Asana, Basecamp, JIRA
- Agile methodology

## **Collaboration**

- Google Workspace, MS Office Suite, Apple iWork
- Murally, Google Jamboard
- Slack, MS Teams
- Effective in remote teams

## **FEATURED SPEAKING EVENTS**

Confab Higher Ed Content Strategy Conference, 2014

EDUCAUSE Workshop, 2012

edUi Conference, 2014-2018

HighEdWeb National and Regional Conferences, 2013-2018

- HighEdWeb Best of Track Red Stapler Award, 2013

PSEWEB, 2013-2017

WPCampus, 2018-2019

## **EDUCATION**

### **Penn State University**

B.S., Information Sciences & Technology, *integration and application focus*

Business Minor, *marketing focus*