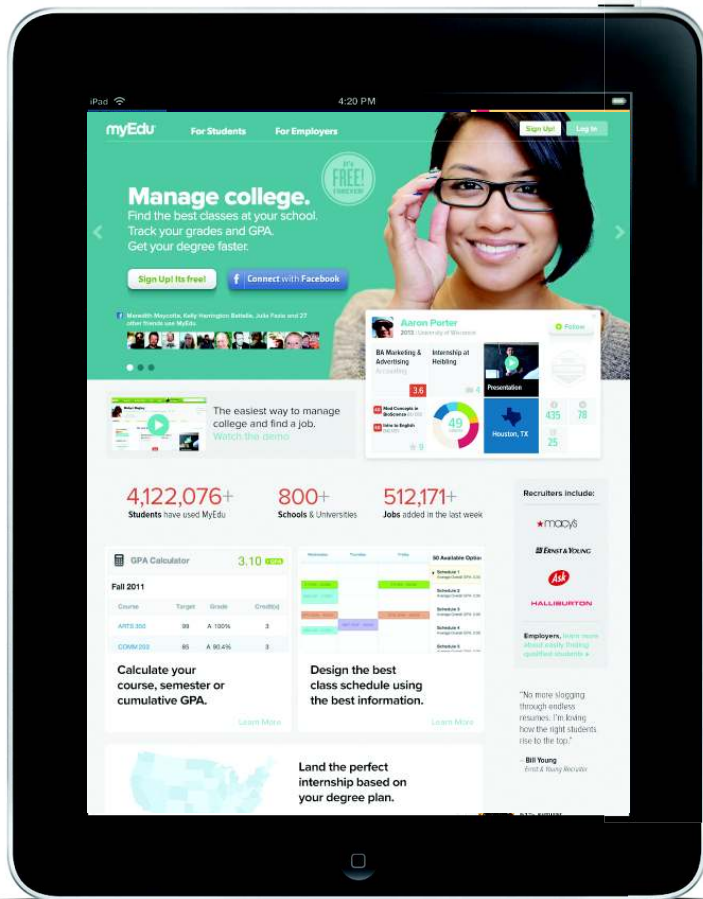


Recent work

Recent work experience: myEdu redesign

Reposition a prosperous start-up.

Smith was recently engaged to envision the future of myEdu.com, the the nation's leading student academic platform for completing college. MyEdu recently began a dramatic shift in it's market position and product offerings. They brought Smith in to envision and design the new product.



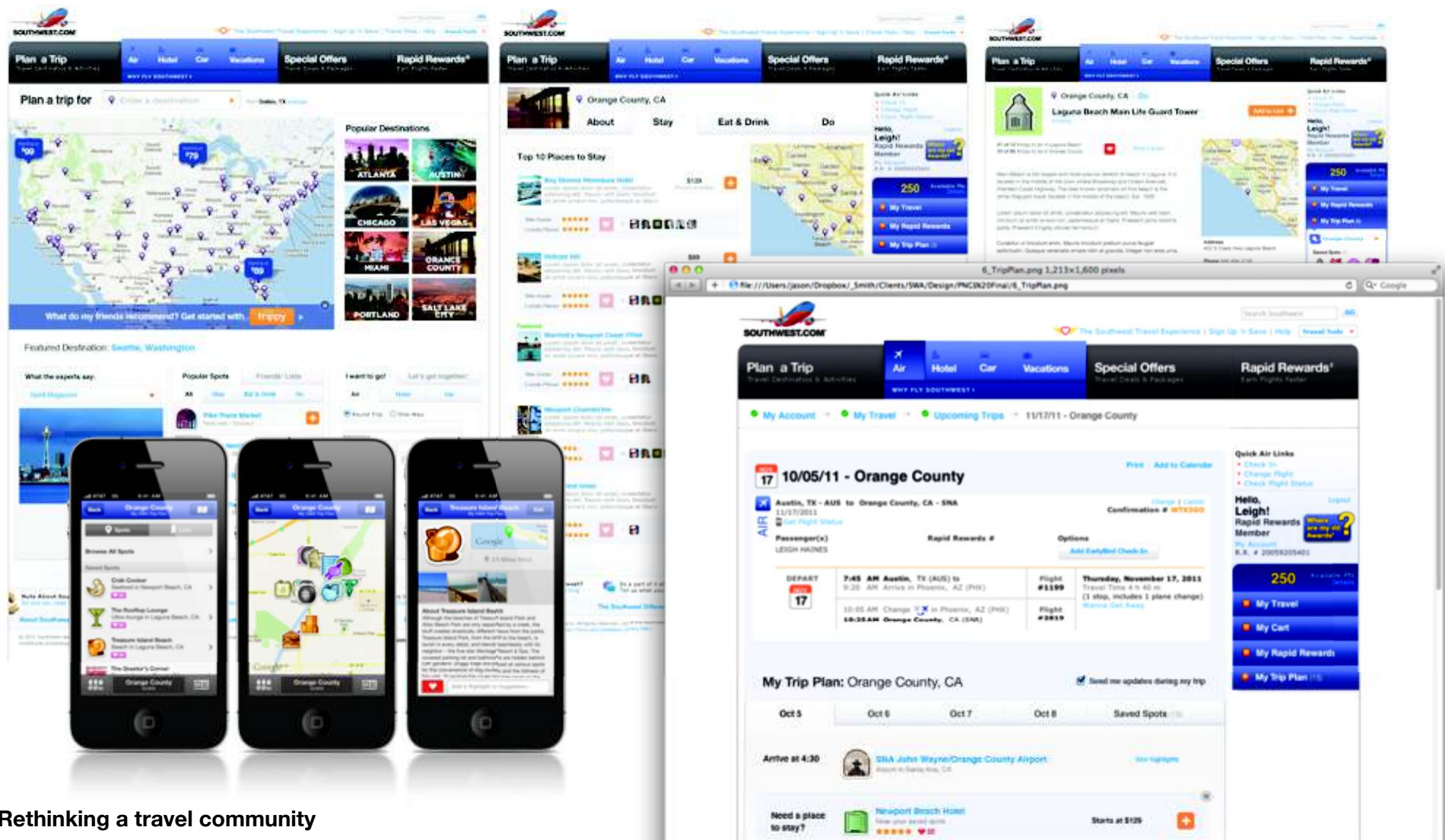
Recent work experience: Dell Social Innovation Challenge Redesign

The image displays several overlapping screenshots of the Dell Social Innovation Challenge website. The top-left screenshot shows the registration page with a form for name, email, and password, and a prominent question: "What if we can provide food security for our country by fortifying rice?". The middle-left screenshot shows a navigation menu with options like "GET STARTED", "DISCOVER & VOTE", and "LEARN". The bottom-left screenshot shows a project page for "A Better Net for Malaria" with a video player and a "VOTE FOR" button. The right side of the image shows a user profile for "Vashuda Widhera" with a summary of her background, a list of projects, and various statistics like "44 INFLUENCE POINTS" and "71% COMPARED TO ALL STUDENTS".

Empowering an entrepreneurial community

The Dell Social Innovation Challenge is a 7-year old competition that engages students in a global competition to solve the world's most pressing problems. The platform allows students to enter ideas, create teams, compete, and allows everyone to vote, share, and follow projects year-round.

Recent work experience: Southwest Airlines Community Concepts



Rethinking a travel community

Smith was asked to rethink the underperforming Travel Guide section of Southwest.com. We dug through volumes of customer interviews and research to uncover the real motivation for community participation on Southwest.com and designed a multi-channel community that truly supports customers throughout their entire travel experience.

Concepts and strategy only.

Recent work experience: Umbel Design

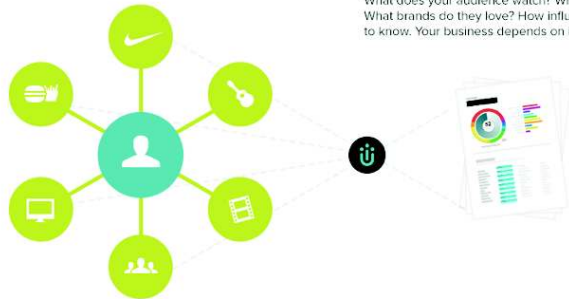
Bringing data and people together

This ambitious Austin start-up asked Smith to design an experience that allows consumers to manage, share and benefit from their digital data. Bringing this complex experience to life required the thoughtful integration of content, data and web services in a simple and intuitive interface.



Umbel delivers revenue-generating audience insights.

What does your audience watch? What music do they love? What brands do they love? How influential are they? You need to know. Your business depends on it.



Umbel turns those audience insights into higher CPM rates

8X

Umbel can help you discover new premium inventory that returns 8x more revenue on average.

+32%

Umbel helps you recapture the revenue you're handing over to ad networks; that's 32% on average.

