

Mollie Smith

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UX Researcher & Designer, People Person

Strengths & Expertise

UX Research | User Interviews | Synthesizing Research | UX Design | Figma | Stakeholder Management | Master of Education | Renewal Negotiations | Process Improvement | Public Speaking | Cross Functional Collaboration

Career Highlights

UX Experience

2021

- Conducted UX research for a redesign of the Live Nation mobile website with a new product offering and a smoother checkout process
- Redesigned Be Beep Toy Shop's desktop website based on user research, creating a checkout process
- Conducted UX research for a product launch for a highly requested product, working as a liaison between the software development team and end users

Outreach

Sales Operations Specialist

2019-2021

- Manage projects to improve processes for the Go-to-Market organization, specifically Sales Development
- Create Salesforce and Tableau reports to analyze trends in the Go-to-Market team and give stakeholders necessary insights to make data driven decisions
- Complete frequent and incremental deliverables to Go-to-Market stakeholders, collaborating constantly
- Seek out feedback from stakeholders to implement improvements in process and technical requirements

Customer Success Manager

2019

- Owned book of business of totaling \$1.8m in CARR, managing renewals & expansions
- Lead strategic planning sessions with customers to ensure success in meeting revenue targets with Outreach
- Lead negotiations surrounding annual renewals and expansions of each customer

Tailwind

Customer Success Manager

2016-2018

- Facilitated technical "customer deep dives" for the product team to assess customer use cases and pain points
- Led customer calls each week to help demo Tailwind's products and power features to new users
- Implemented a Net Promoter Score (NPS) process to obtain, track and analyze customer satisfaction levels
- Conducted user research calls and collected user feedback for a key product launch
- Acted as the Customer Success Content Matter Expert for Tailwind's most highly requested and complex product, SmartLoop - served as a liaison between Customer Success and the product team

Education

Master of Education, Workforce Education & Development

2015 | Bowling Green State University

Bachelor of Arts, Organizational Leadership

2013 | Northern Kentucky University

Certifications

Certified Scrum Master (CSM)

2021 | Scrum Alliance

User Experience Design

2022 | General Assembly