

# BARRY SMITH

Louisville, KY 40206 | (812) 987-2858 | [smith.barry.dc@gmail.com](mailto:smith.barry.dc@gmail.com) | [barrysmith.com](http://barrysmith.com) | 

## CORE CAPABILITIES

- Product Management
- Program development
- Technology & business product leadership
- SAFe 6 Certified
- Human-Centered Design
- Service Design and experience design
- UX Design & front-end web development
- Strategy development
- High-stakes workshop facilitation
- OKRs and measures of success

## PROFESSIONAL EXPERIENCE

### DIRECTOR, ASSOCIATE EXPERIENCE PRODUCTS | 2022 - current

Humana | Louisville, KY

#### PRODUCT LEADERSHIP & STRATEGY

- Formed and developed a high-performing product team consisting of 4 Agile teams and design team to enhance associate experiences and create business value using a journey-based model
- Established design & research practices including personas, journey mapping, & design principles
- Established product development cycle, scaled agile practices, and interaction model with business & technology

#### TRUSTED STRATEGIC FACILITATOR

- Designed and facilitated critical workshops to advance HR strategy with SVP & VP leadership team

#### OUTCOMES ACHIEVED

- Guided optimization of onboarding processes through automation of a manual support team, resulting in **\$1.6M annual savings**
- Guided Grow Journey Agile team through launch of Workday's CareerHub, resulting in improved associate experience and **>\$144k annual savings**
- Led Onboard Journey Team through the launch of "Guided Onboarding," a streamlined and effective onboarding experience powered by ServiceNow's onboarding module, resulting in **thousands of hours of manual tasks automated and more effective case management**
- Optimization of Workday processes resulting in **over 20,000 hours saved for leaders**

### ASSOCIATE DIRECTOR, ENTERPRISE ONBOARDING | 2018 - 2022

Humana | Louisville, KY

#### PROGRAM LEADERSHIP & STRATEGY

- Took over struggling onboarding program, stabilized it, automated it, and unified stakeholders
- Introduced Agile, Product Management, and Service Design practices to increase every single measure of customer satisfaction

#### MEASURING WHAT MATTERS

- First-adopter of OKRs in HR
- Developed strong measurement strategy and aligned a complex onboarding ecosystem of stakeholders around measures of success for our customers

#### OUTCOMES ACHIEVED

- Increased new hire experience **from 4.1-star rating to 4.9-star rating**
- Decreased new hire log-in issues **from more than 34% to 4%**
- Decreased the number of technology-related onboarding issues **from 36% to 2%**
- Accomplished this on a reduced budget, requiring **no additional investment**
- **Significantly reduced stress, increased engagement of onboarding team** by implementing automated and scalable solutions

## MANAGER, HR DIGITAL DESIGN & UX | 2013 - 2018

Humana | Louisville, KY

### CONSUMER-GRADE DESIGN QUALITY

- Led team of UX designers for associate digital experiences
- Product Management and content strategy of intranet sites with 11M+ monthly page views

### CHAMPION OF DIGITAL ACCESSIBILITY

- Guest speaker and expert on digital accessibility, increasing the accessibility of internal emails, intranet platforms, and applications

### OUTCOMES ACHIEVED

- Introduced Responsive Web Design to internal intranet sites
- Achieved WCAG compliance for intranet homepage accessibility
- Increased brand adoption with easy-to-use templates and asset-generating applications

## PREVIOUS WORK EXPERIENCE

### FRONT END WEB DESIGNER & DEVELOPER

Humana, 2012-2013

- Designed & built delightful associate-facing web products

### CREATIVE ARTS DIRECTOR

Greenville Christian Church, 2004-2012

- Led all creative aspects including music, graphic & web design, video production, and staging

## EDUCATION

### BACHELOR OF SCIENCE

Music Industry

Minor in Communication

University of Louisville, 2006

## RECOGNITION & MORE

Margaret Comstock Award for music excellence,  
UofL School of Music

Recipient of multiple STAR Awards at Humana for  
above-and-beyond contributions

### Sample of recent 360 feedback

*"Barry is super smart, both in his fields of expertise and the way he applies his intelligence to synthesize and describe the customer problem at hand. I find myself learning something from Barry in every meeting. Finally, Barry is a gifted experience designer and inclusive Product Leader who also respectfully embraces Humana's culture and values."*

*"Barry is the ultimate convener and connector. I appreciate his ability to bring people together from across the organization to work in new, agile ways. I continue to learn from Barry in the Big Room Planning Sessions through his facilitation, his experience in Product Design and Agile, and his innate ability to connect all people together under a common cause."*

## ACTIVITIES

- Built and ran Txti, a free web service aimed at creating an equitable and accessible internet. Txti served over 300,000 web pages from all over the world including poetry, news, college syllabi, resumes, and even entire books until it retired in 2023. [Interviewed by CBC Radio](#) about the product, and inspired a web design movement known as "Brutalist Web Design"
- Active musician (instrumentalist, singer, and composer) performing in all genres from classical to bluegrass. Has performed with the Eagles, Ben Folds, Pat Boone, Michael Cleveland, the Louisville Orchestra, Eric Whitacre, and more