



# Devin Smith

UI/UX Designer & Creative Lead

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## Summary

Director of Technology Innovation & co-ounder @ ae.studio with over 20 years of experience in tech.

Passionate product manager, UI/UX designer and creative lead.

## Highlights

- Led a team to develop and create content for a peer to peer rewards platform, GetGratz, maintaining over 85% employee engagement every month.
- Created one of the fastest growing food delivery services and was profitable from day one, Crunchbutton.
- Built the fastest PHP microframework of it's time, TopsyPHP.
- Created the most successful social media software of its time, MySpace Bot aka FriendBot, doubling sales weekly for years, with a huge focus on customer feedback and the agile development cycle.

## Skills

- Product Focused Development
- Agile Methodologies
- Team Management
- Branding
- Marketing
- Google Ads
- iOS & Android Design
- UI/UX Design
- Figma
- Sketch
- Photoshop
- InDesign
- Illustrator
- After Effects
- Zeplin
- Premiere

## Experience

### Director of Technology Innovation

**AE Studio** 2016 - present

Co-founder and passionate creative lead actively contributing to company success and growth from 4 founding employees to over 150 in 2023.

Manage dev + design teams to create the best version of clients visions. Work with clients to create project scope, estimates, roadmaps, sprints, and deliverables. Lead and participate in standups, acceptance meetings, account management meetings, dev discussions, and design/ux discussions.

Work with clients with diverse backgrounds across many industries including healthcare, blockchain, tech, finance, wellness, business management, cannabis, fashion, entertainment, education and media.

Create & manage internal projects, tools, and skunkworks ideas. Develop full stack products, navigate goals & setbacks, manage business strategies & expectations. Create designs & UX for some of our greatest apps and websites.

Participate in company hackathons delivering great projects on a tight timeline winning awards several years in a row.

Lead our efforts of internal peer to peer rewards, getgratz.com. Design and drop 8 new rewards every month since launching in 2021 with over 85% monthly employee engagement.

Architect and design the company website and oversee some of its changes and evolution as the company evolves.

### CTO

**Crunchbutton** 2012 - 2016

Co-founder of a Los Angeles based product team focused on simplifying the online food ordering experience. Joined the startup incubator BetaSpring and had our fully working prototype working the first day, and was profitable from day one, long before uber eats.

Created designs and product roadmap to leadership spec. Developed a PHP + MySQL backend and a responsive AngularJS web frontend with MySQL geospatial queries. Launched two separate apps for customers and drivers built on top of a PhoneGap stack. Built a robust admin system for customer service, restaurants, drivers, and management to track orders in real time, schedule, run payroll, and get restaurants paid.

### CTO

**GIVE.mobi** 2008-2012

Created a lightning fast mobile web donation and engagement platform for non-profits. Built using a PHP, MySQL, CentOS and PayPal stack. Created designs, branding and creative direction. Launched and provided support for a robust management and reporting platform for both individual NPOs and those that had many under their umbrella.

### PHP Architect

**Luma Pictures** 2009 - 2012

Created a customizable suite of VFX internal project and resource management tools used by virtually every member of the company and more. Ported hundreds of existing internal tools to a single PHP MVC framework using the existing MySQL database. Built a real time asset and resource scheduler using mootools. Created the front facing company web site. Created a custom ticket integrated with Redmine. Created payroll management with Administaff payroll integration. Built external tools for client and internal deliveries and engagement. Added accessibility features to several tools.

### Senior Software Developer

**EYEMAGINE** 2009 - 2009

Worked on backend architecture to client spec and coding standards using PHP, Zend Framework and Magento. Built a payment management backoffice for the Archdiocese of Chicago. Created sleek front experiences using mootools and jQuery.

### Founder & CEO

**FriendBot** 2005 - 2009

Founded and led a product focused tech company to unlock and amplify the potential of social media. Built the first sellable version in Visual Basic and sold it on eBay. Quickly realizing its potential, hired several developers to build out a whole suite of products for MySpace in C# for both Windows and Mac.

I primarily focused my time on building, marketing and selling a tiered suite of software that had friend request accepting, bulk messages, event notifications, friend finding, etc. This included a remote licensing system which allowed labels to purchase a license per account, shifting sales to B2B, making it much easier on me. And to make it even easier, I created a scalable affiliate & reseller platform with built in analytics, payroll dashboards, and customizable hosted ecommerce stores that only sold our products.

With more growth I negotiated reseller agreements with competitors and partners to maintain our industry position. Created an aggressive set of Google Ads campaigns. Built a PayPal clone payment platform from scratch to support FriendBot, partners and competitors. Created our largest team, the customer support team. Maintained profitability from day one and a multimillion dollar revenue on year one.

### Software Engineer

**Owl Technology** 2005 - 2007

Once upon a time, there was no YouTube, no Spotify, no SoundCloud. It was a very quiet time for the internet. So with RadioRadio, we tried to change that. Built a platform for media promotion, distribution and sales using a PHP, Perl, Flash, ActionScript, MySQL and JavaScript stack. Created an internet radio station, artist engagement forums and tour location map.

### Web Engineer

**Simple Star** 2005 - 2006

Created user facing tools for users to view and manage their photos online at photoshow.net. Implemented UI/UX designs to spec. Built smarty templates to design spec for use on our PHP/MySQL as well as developing and integrating multi-lingual localization functionality and implementation into a PHP/Java backend. Created multiple microsites for both Wallgreens and Flickr integrations.

### Senior Web Developer

**E-mpire** 2005 - 2005

Developed and manage an extensible dynamic content management system utilizing PHP, MySQL and HTML+CSS. Created architecturally sound projects for the dynamic web content industry with built-in advanced strategic SEO. Created platform independent packages working on both FreeBSD and RedHat Enterprise 3.

### Web Developer / Designer

**AspenTreeMedia** 2003 - 2005

Designed and built interactive websites using Flash MX, ActionScript and Javascript. Created backends using PHP to Flash remotng, ColdFusion and MySQL. Work with clients and leadership to develop products and websites to spec and on time. Participate in product design and technical architecture meetings.

### Technical / Network Support

**M2 / DCTI** 2001 - 2003

Maintained datacenter composed of HPUX, RedHat Linux, Windows 2000 Server, Windows 2003 Server, Cisco Pix, Tandem (HP Nonstop Himalaya Series) and other Cisco infrastructures. Received merchant processing troubleshooting calls and addressed accordingly. Main use of monitor tools included mSQL and in-house developed ColdFusion apps. Daily tasks included fraud prevention / reporting, and server maintenance.