



Joseph Smith

UX Designer

Currently in IBM's cybersecurity division, I contribute to software product teams by applying psychology, HCI, and human factors principles to develop user-centric solutions. My dedication, growth mindset, and strong problem-solving skills underpin my work. Additionally, I lead designers and spearhead Figma initiatives, fostering seamless, agile responses to user requirements.

Experience

IBM
July 14th 2021 - Current

Education

Savannah College of Art and Design
Graduated 2021

Projects

IBM

	Description	Role
Detection Response Center	The DRC monitors network traffic and logs for cybersecurity threats, assessing and escalating genuine anomalies. It coordinates responses, integrates threat intelligence, and refines strategies post-incident, acting as the SOC's frontline defense.	On DRC, I designed intuitive features, addressed user needs, and aligned roadmaps. I prioritized feature scalability, led design teams, and provided coaching to ensure optimal outcomes.
Security Information and Event Management	SIEM centralizes and analyzes security data from organizational sources, detecting threats and generating real-time alerts. It aids in compliance, offers monitoring dashboards, and can automate responses to incidents. Essential for proactive security and timely incident handling.	Within SIEM, I identified experience gaps in our application, developed features to bridge these gaps, and outlined feature journeys, guiding design teams to establish a roadmap for subsequent improvements.
SOAR Playbooks	SOAR playbooks are automated workflows for handling security alerts. They standardize responses to threats, reducing manual tasks, and speeding up incident resolution, ensuring security teams address vulnerabilities effectively and maintain strong defenses.	I designed intuitive solutions for SOAR Playbooks, addressing intricate challenges and leading the prioritization of software features.
Figma Initiative and Design Libraries	A cloud-based UX/UI design tool known for real-time collaboration. Users can create, prototype, and share designs, with multiple designers editing simultaneously.	I played a pivotal role in elevating design processes, leading comprehensive design system development, collaborating with the IBM Figma board, and mentoring designers. My work focused on component layering, innovation, and optimizing workflows, contributing to cutting-edge and user-centric design systems.

Skills

- Coaching / mentoring
- Soft skills
- Communication
- Leadership
- Organization
- Logical thinking
- Growth mindset
- Design story structuring
- Roadmap development
- Business strategy

Achievements

- SOAR Playbooks Redot Design Award 2022
- SOAR Playbooks iF Design Award 2023
- IBM Design award
- College lacrosse captain

Tools

- Figma
- Design systems
- Sketch
- Jira
- Zenhub