

Sam Smith

UX Designer · Identity, Access & Enterprise SaaS Platforms

Austin, TX

SUMMARY

UX designer with eight years at IBM building enterprise on-prem and SaaS software. Lead designer for the identity and access management section of a multi-tenant, enterprise SaaS management console. Works closely with engineering, prototypes ideas quickly (including with AI tools), and presents to stakeholders and leadership.

CORE COMPETENCIES

Design Interaction design · Information architecture · User flows & journey mapping · Reusable interaction patterns & design standards · Service blueprinting · Wireframing & prototyping · Design systems (IBM Carbon) · Enterprise design thinking · Figma

AI Directs AI coding agents to build prototypes, tools, and applications · Retrieval-augmented generation (RAG) and vector search · Agent-based workflows · Prompt engineering · MCP tooling for design

Domain Identity & access management (RBAC/ABAC, SSO/IdP federation) · Multi-tenant B2B SaaS platforms · Cloud software marketplaces · Software procurement, subscriptions & entitlements · Account & instance management

Technical Solid grasp of how enterprise applications and APIs work · Works closely with engineering · Conversant in JavaScript, HTML/CSS, and Docker (not day-to-day development).

Leadership Cross-functional design leadership · Roadmap input · Presenting to stakeholders & leadership · Mentoring designers · Agile

EXPERIENCE

User Experience Designer, IBM

2018 – Present

Austin, TX · Started as a UX Design Apprentice; promoted twice in three years

Current focus: identity and access management

2023 – Present

Design lead for the identity and access management section of an enterprise SaaS management console.

- Redesigned access management around resources, so administrators can view every user, group, and credential with access to a resource in one place. Previously, determining who had access required reviewing each user individually.
- Designed a framework that allows more than 20 product teams to expose their own roles within the console. Each team defines its own role categories, providing a consistent experience whether a product offers a few roles or thousands.
- Designed a self-service identity provider integration, enabling customers to configure single sign-on and manage their own authentication without support intervention.
- Contributed design across the broader console beyond access management, including handoff experiences from hyperscaler marketplaces, subscription setup, accounts management, and instance lifecycle management.
- Provide design leadership within a cross-functional team of architecture, product management, and engineering, aligning on direction and presenting to senior stakeholders.
- Led the team's exploration of generative AI and where it could be applied across the platform. Built a range of prototypes and internal tools by directing AI coding agents, including a retrieval-augmented assistant that answers platform questions from product documentation, tooling that provides designers with reusable UX prompts, and early agent-based workflows.

Earlier: Redhat OpenShift install experience

2020 – 2023

Delivered improvements to the install experience for hybrid-cloud software. Bringing install time down from weeks to hours.

- Turned six different product install processes into one consistent five-step flow that any of them could follow.
- Prototyped a new way to give the team direct control of the install experience, built it as a working demo, and presented it to senior leadership.

RECOGNITION & CREDENTIALS

- **Patents and awards:** Three U.S. patent applications. Recipient of IBM RockIT, Design Trailblazer, and Culture Catalyst awards.
- **Credentials and mentorship:** IBM Design Thinking certifications (Practitioner, Co-Creator, Team Essentials for AI). Teaching assistant for a UT Austin design course and design coach in IBM developer programs.

EDUCATION

University of Texas at Austin, Full Stack Web Developer Bootcamp

2016 – 2017

University of Texas at Austin, B.S. in Environmental Science and Sustainability

2013