

Ethan M.C. Smith

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SKILLS AND INTERESTS

Content & UX: Content Strategy, UX Writing, Information Architecture, User Flows, Accessibility, AP Style
Tools & Platforms: Figma, Jira, Adobe Creative Suite, Canva, Microsoft Office, GitHub Pages, Cloudflare R2
Technical: TypeScript, JavaScript, React Native, HTML/CSS, Supabase, PostgreSQL, RESTful APIs, Git
Leadership & Creative: Project Management, Team Leadership, Social Media Marketing, Scriptwriting, Film Production

PROFFESIONAL AND LEADERSHIP EXPERIENCE

Product and Development Lead – Limer (Mobile App)

February 2025–present

- Led the design and development of a mobile social networking and event management platform, defining product strategy, information architecture, and user experience for club, event, and profile based features.
- Designed and prototyped user flows, navigation systems, and feature concepts in Figma, translating user needs into intuitive experiences that support engagement and task completion.
- Authored UX content including onboarding guidance, feature descriptions, and error messaging, establishing a consistent product voice while reducing friction across core user workflows.
- Leveraged AI assisted development workflows alongside React Native, Supabase, and PostgreSQL to accelerate prototyping, problem solving, and iterative product improvement.

President – National Association of Black Journalists (NABJ), OU Chapter

August 2024–February 2026

- Revived NABJ at OU after years of inactivity, growing membership from 2 founders to 50+ students and directed content strategy for events, campaigns and communications.
- Organized inaugural Black Market event, bringing 100+ students and faculty together for networking and a panel on Entrepreneurship Through Media featuring industry leaders from *Sinclair Broadcast Group*, *Perry Publishing & Broadcasting*, and the *Associated Press (AP)*.
- Coordinated biweekly member meetings, providing a platform for students to showcase projects, discuss current media issues and build professional confidence.
- Directed strategic marketing and community engagement campaigns, raising awareness across Price College of Business and Gaylord College of Journalism and Mass Communication.

Production Assistant – SoonerVision on ESPN+

March 2026–June 2026

- Supported live production of NCAA Division I athletic broadcasts for ESPN+, including basketball, volleyball, baseball.
- Operated replay, EVS, and camera systems while coordinating in real time with directors, producers, and technical crews through live communication channels.
- Executed time sensitive production tasks under tight broadcast deadlines, ensuring replays, graphics, and camera coverage were prepared for live transmission to national audiences.

Advisor – Black Business Network (BBN), University of Oklahoma

October 2024–May 2026

- Guiding the launch and growth of a student business organization, advising on brand strategy and content direction.
- Advising executive board on outreach and event strategy, securing collaborations with EY and Enterprise.

HONORS AND AWARDS

- Broadcast Education Association (BEA) Award of Excellence in Scriptwriting *2025*
- DeadCenter Film Education Scriptwriting Finalist, *The Civilizing Effect (2026)* *2026*
- Shelby Davis United World Scholar *2022–2026*

EDUCATION

University of Oklahoma – Norman, Oklahoma

August 2022–May 2026

Bachelor of Arts in Journalism, Major: Creative Media Production, Minor: Information Studies

Li Po Chun United World College of Hong Kong – Ma On Shan, Hong Kong

August 2019–May 2021

International Baccalaureate Diploma