



JONNOY SMITH

Digital Adoption Officer / UX Designer / Trainer

PROFILE

A results-driven business professional with a passion for leading and helping organisations successfully implement, adopt & optimize digital products.

CONTACT



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jonnoysmith.com

Projects

- Personal Web Portfolio (using Figma, HTML5/CSS/JavaScript and AI)
- SGJ Microsoft D365 CRM
- WhatFix Studios Digital Adoption Platform
- SLJ IL Suspense - COOP Automation

Certification/Badges

Google

- UX Design Professional
- Cloud Digital Leader

- Certificate in Strategy (2025) - University of the People (WSCUC Accreditation)
- Digital Adoption Certified (2024) - Pendo
- Train-the-Trainer Masterclass (2023) - Udemy Online

REFERENCES

Available upon request

Skills / Strengths

- Financial Services Ecosystem
- UI/UX & Product Design (Website, Mobile Apps)
- Digital Transformation, Adoption & Strategy
- Training & Facilitation
- Business Analysis & Process Improvement
- Data Visualisation & Reporting (Advanced MS Excel)
- Client Experience & Leadership
- Change & Project Management

Work Experience

Sagicor Group Jamaica Limited (May 2017 - Present)

Digital Adoption Officer - 2024

- Develop strategies towards Sagicor's digital transformation
- Prepared & interpreted reports & dashboards on digital usage data, business processes & value return opportunities

Training Associate - 2023

- Trained, coached & assessed the performance of 70+ new team members while providing supervisory oversight
- Developed & co-created training curriculum & user guides
- Prepared reports on onboarding status & staffing needs

Escalation Associate - 2021

- Complaints management including assessment, investigation and cross-departmental coordination
- Prepared reports on unit performance & opportunities to improve efficiency

Client Support Associate - 2017

- Delivered high service standards to clients by interpreting financial products, policies, risks & regulatory awareness

Sutherland Global Services (Mar 2017 - May 2017)

Customer Service Consultant (Microsoft)

- Provided technical account support to clients & floor support

Conduent Solutions (Xerox Corp, Oct 2016 - Jan 2017)

Customer Care Associate (Amazon.com)

- Managed high-volume inquiries concerning logistics and billing while exceeding quality & performance targets

Education

University of the Commonwealth Caribbean (current)

- BSc. Business Administration, Accounting Major

Glenmuir High School 2010-2016

- CAPE Associates Degree (Unit 1)
- High School Diploma (10 subjects)