

# **Adam R.T. Smith**

**C.E.O. / Director of Experience Design at Liquid Reality**

Toronto, ON, CA

Passionate about humanizing topics of mobile, user experience strategy & design

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## **Biography**

Founder, CEO and Director of Experience Design, Mr. Smith is an award-winning graphic designer, user experience designer and developer with over 14 years experience in the web, mobile, interactive and software industries. Adam is fortunate enough to have worked in and with many diverse industries such as the financial, healthcare, publishing, automotive, entertainment and non-profit sectors developing a variety of interactive digital applications and products. Specializing in improving human relationships with interactive products, Adam has dedicated himself to all aspects of User Experience design and its application. With a background in graphic design, information architecture, interaction design and product definition, Adam brings a unique perspective to his work, and to his leadership of Liquid Reality, creating innovative and engaging products for Mobile and Stationary experiences alike.

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance

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## **Industry Expertise**

Graphic Design, Internet, Computer Software, Design, Information Technology and Services

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## **Areas of Expertise**

User Interface, Mobile, User Experience, Product Strategy & Design

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## **Sample Talks**

**Size isn't everything: Why the iPad isn't just bigger; it's a whole new UX, and how to design for it**

In this session we will explore how the variations in hardware and OS capabilities between the iPod Touch, iPhone and iPad demand and deserve individual attention to the how user experience and design are applied to applications through the exploration of the unique contexts of use, physical constraints, input methods, and connectivity options of each device in order to exploit their inherent opportunities to create more targeted, enjoyable and successful applications

**MVP: Minimum Viable Product vs. Maximum Value Product**

Start-ups and product reboots are all thinking the same thing - how quickly can we get to market? The app market is break-neck, and being first-to-market, or soon-to-market can be important, but, not at the expense of quality. In this talk we'll explore the motivations for being first, and argue the values of being "better".

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## **Event Appearances**

**MVP: Minimum Viable Product vs. Maximum Value Product**  
FITC Screens 2013

**Panel Participant: IMPROVED PRODUCTION PROCESS FOR MOBILE**  
FITC Screens 2013

**Size isn't everything: Why the iPad isn't just bigger; it's a whole new UX, and how to design for it**  
iP3

**UX From Stationary To Mobile**  
FITC Mobile

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## **Education**

**George Brown College**  
Advertising Design Graphic Design

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