

# Will Smith

## UI/UX Designer

Las Vegas, NV  
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### Product Designer

2014-2015

Conceptualized the MyZappos iPhone app that aimed to create a more personalized shopping experience.

### Lead UX Designer

2013-2014

Led an initiative to refresh the checkout experience. Balanced stakeholder & customer goals to improve conversion, acquisition, and retention.

### UX Designer

2012

Improving and iterating on various features for zappos.com, 6pm.com, and couture.zappos.com.

### UX Designer & Front-end Developer

2010-2012

Migrated the Zappos Couture website in-house from a third party agency and created promotional web experiences for high profile events such as New York Fashion Week.

### College of Southern Nevada

2007-2009 - AAS in Graphic Technology

Collaborated with a small team of Graphic Communication students and Nevada PEP to create an interactive, digital guide that helps inform, prepare, and empower high school students with disabilities interested in attending college.

## Proficiencies

Wireframe & UI (Sketch.app)  
Prototypes (HTML, CSS, & JS)