

# Will Smith

## User Interface Designer

Hello! I'm a designer with 7 years of experience crafting elegant, user friendly interfaces for the web and mobile applications. I enjoy architecting user experiences, creating intuitive interaction models, and designing UI patterns.

### Design Tools

Sketch 3

Adobe Creative Suite

### Prototyping Tools

Flinto

Principle

Keynote

### Programming

HTML

Jade

CSS

Stylus

JS

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🔗 Portfolio: [behance.net/inriverie](https://behance.net/inriverie)

## Experience

2016-March 2017

**Maverick Aviation Group** - Web Designer

Led the redesign effort across the Maverick's subsidiary marketing websites.

2015-2016

**Freelance / Contract** - UI / UX Designer

2010-2015

**Zappos** - UX Designer

Lead UI Designer - Zappos Couture

- Designed the Couture mobile app

- Redesigned and developed the web store

Lead UI/UX Designer - Checkout Team

- Redesigned and iterated the checkout experience to improve conversion, acquisition, and retention.

- Aided the User Research team by prototyping projects for user testing.

Product Designer - Zappos Mobile

- Design and tested new directions for a more personalized shopping experience on the iOS apps.

## Education

2007-2009

**College of Southern Nevada** - AAS in Graphic Communication