

# Will Smith

UI / UX Designer

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## Experience

- 2015-present **Freelance** - UI / UX Designer  
Working with small businesses designing web page and app interfaces.
- 2010-2015 **Zappos** - UX Designer  
Designed the Zappos Couture mobile app and UI guidelines.
- Led an initiative to refresh the checkout experience to improve conversion, acquisition, and retention.
- Worked with Product Managers on various mobile and web features.
- Aided the User Research team by prototyping projects for user testing.
- 2008-2009 **Nevada PEP** - Lead Designer & Front-end Developer  
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.

## Education

- 2007-2009 **College of Sothern Nevada** - AAS in Graphic Communication

## Proficiencies

Design Tools  
Sketch 3

Prototyping Tools  
Flinto  
Principle  
Keynote

Programming  
HTML  
Jade  
CSS  
Stylus  
JS