Will Smith

Visual & UI Designer

Contact

(702) 467–2269

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Portfolio

www.behance.net/inriverie

Proficiencies

Visual Communication

User Interface Design

Motion Design

Prototyping

Platforms

iOS Human Interface

Android's Material Design

Responsive Web Design

Education

AAS in Visual Communication

@ College of Southern Nevada

Hi there! I'm Will, a multi-disciplinary designer with a passion for User Interfaces, Art Direction, and Motion Design. I have 10 years of experience working in various product roles for e-commerce, fashion, travel, tourism, beauty, platform services, and subscription-based services.

2017—Present

Senior Visual Designer @CaaStle

CaaStle is a subscription service platform for apparel with clients such as American Eagle, Bloomingdales, and Scotch & Soda.

- Led design strategy and implementation of a tenant platform visual language and design system across iOS, Android, and Web.

- Collaborated with Product, Brand, and Engineering to establish a pattern library for O&O web and mobile apps.

2016–2017

Visual Designer @Maverick Aviation Group

Maverick Aviation Group is an award winning tourism company offering air and land tours of the Grand Canyon, Hawaiian Island of Maui, and the Las Vegas Strip.

- Led responsive redesign efforts across various Maverick subsidiary marketing websites.

- Responsible for digital art direction and visual / interaction design.

2015–2017

UI/UX Designer @Self Employed

Assisted startups and small businesses design and launch web and mobile experiences. Establishing digital brand identity.

2007–2015 (2010–2015 relevant)

UI/UX Designer @Zappos

Zappos is a customer focused online retailer for softline products. Acquired by Amazon in 2009.

- Product Design for Zappos Fit and MyZappos personalized shopping app
- Lead Designer for Zappos Couture iOS app and high profile events marketing, i.e. New York Fashion Week
- End–to–end design for the Search, Checkout, LP product teams
- UI design for internal dashboard tools