

# Will Smith

## User Experience Designer

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## Experience

2010-2015

### **Zappos** - UX Designer

Self-initiated several projects focused on expanding existing mobile apps into personalized shopping experiences.

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

Successfully migrated the Zappos Couture website in-house from a third party agency to provide stakeholders with more creative control.

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

### Design Tools

Sketch 3  
Flinto  
Principle  
Keynote  
HTML  
Jade  
CSS  
Stylus  
JS

## Education

2007-2009

### **CSN** - AAS in Graphic Communication

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.