

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.