

www.inriverie.com
inriverie@gmail.com
(702) 467-2269

Will Smith

User Experience Designer

Experience

Zappos
2010-2015

User Experience Designer

Conceptualized the MyZappos iPhone app which aimed to create a more personalized shopping experience.

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.

Prototyped other designers projects for user testing.

Improved, implemented and iterated various mobile and web features for Zappos, 6PM, and Zappos Couture.

Education

College of Southern Nevada
2007-2009

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.