

# Will Smith

## Visual Designer

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### Senior Visual Designer @ Gwynnie Bee

2017–Present

Worked across Product, Brand, and Engineering teams to establish a pattern library for web and mobile apps. Currently creating a visual language for the UI experience based on internal brand guidelines.

#### Proficiencies

Visual Communication  
User Interface Design  
Motion Design  
Prototyping

### Visual Designer @ Maverick Aviation Group

2016–2017

Led redesign efforts across Maverick's subsidiary marketing websites. Responsible for visual and interaction design and digital art direction.

#### Platform Knowledge

Apple's HIG  
Google's Material Design  
Responsive Web Design  
User Testing & Research

### Independent UI / UX Designer @ Self Employed

2015–2016

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

### UI/UX Designer @ Zappos

2010–2015

Lead UI Designer for the Couture iOS apps and website redesign.

Led an initiative to refresh the checkout experience aimed to improve conversion, acquisition, and retention.

Contributed concepts and design toward a refocusing effort to make the iPhone app a more personalized shopping experience.

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

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### AAS in Visual Communication @ College of Southern Nevada

2007–2009