

# Will Smith

## User Interface Designer

Hello! I'm a designer with over 5 years of experience crafting clean and elegant interfaces for the web and mobile applications. I enjoy architecting user experiences, creating intuitive interaction models, and designing UI patterns.

### Design Tools

Sketch 3

### Prototyping Tools

Flinto

Principle

Keynote

### Programming

HTML

Jade

CSS

Stylus

JS

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## Experience

2015-present

Freelance - UI / UX Designer

Working with small businesses designing web and app interfaces.

2010-2015

Zappos - UX Designer

Designed the Zappos Couture mobile app and UI guidelines. Led the effort to refresh the checkout experience to improve conversion, acquisition, and retention. Conceptualized the direction of our mobile apps, including a refocusing effort to make the iPhone app a personalized shopping experience. And aiding the User Research team by prototyping projects for user testing.

2008-2009

Nevada PEP - Lead Designer & Front-end Developer

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.

## Education

2007-2009

College of Southern Nevada - AAS in Graphic Communication