

Will Smith

UI / UX Designer

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

Experience

- 2015-present **Freelance** - UI / UX Designer
Worked with VoIP startup Discord on their Windows and OSX app improving UI and interaction flows for server owners to manage their members.
- 2010-2015 **Zappos** - UX Designer
Designed the Zappos Couture mobile app and UI guidelines.

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

Worked with Product Managers on various mobile and web features. Aided 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 **CSN** - AAS in Graphic Communication

Skills

Design Tools
Sketch 3

Prototyping Tools
Flinto
Principle
Keynote

Programming
HTML
Jade
CSS
Stylus
JS