

Will Smith

User Interface Designer

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Independent UI / UX Designer @ Self Employed
[2015-2016, Present](#)

UI / UX Designer @ Maverick Aviation Group
[2016-2017](#)

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

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.

Design Tools

Sketch App
Adobe Creative Suite
Flinto
Good ol' paper and pencil

Proficiencies

User Interface Design
UI Motion Design
Prototyping
Visual Design

Knowledge

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

AAS in Visual Communication @ College of Southern Nevada
[2007-2009](#)