WILL ARROWSMITH

will.arrowsmith15@gmail.com | 07584 566754 | https://www.linkedin.com/in/will-arrowsmith-/

EDUCATION

University of Exeter **September 2021-June 2025**
- **D**egree: BSc Business Economics with Industrial Experience
- Second year average: **74%** (First Class Honours).
- Awarded schools commendation with programme average in top 90th percentile

Hardenhuish School **September 2014-July 2021**
- **A** Levels: Mathematics (A), Economics (A*), Geography (A*), Extended Project Qualification (A)

PROFESSIONAL EXPERIENCE

Data Center & AI Business Analyst and Pricing Manager, Intel **June 2023-July 2024**
- Managed deal pricing for data centre customers in the EMEA region, balancing strategic objectives of increasing ASP whilst retaining market share.
- Developed a PowerBI-based pricing tool providing real-time, product-specific insights, enhancing pricing decisions and resulting in 455 hours/year saved within my team. The tool was adopted across my team and rolled out globally to our US counterparts.
- Collaborated with key stakeholders across diverse teams to refine the tool's user experience, using empathy to understand consumer pain points.
- Researched AI Data Centre transformation comprehending content and synthesising into a clear and communicable business report, graded 78%.
- Trained AI pricing algorithms improving AI pricing recommendations from 69% to 84% accuracy within 6 months.
- Gained experience in storytelling and communicating effectively to various audiences, including senior management, delivering clear, concise insights.
- Led Intel's presence at the Festival of Tomorrow, organising 15 virtual sessions to an outreach of 400+ students and managing a team of 9 volunteers.
- Built relationships across teams, supporting projects on the Eviden and Nokia accounts. Gained end-to-end visibility into account operations, evaluating revenue forecasts, and presenting findings in regional optimisation calls.

UX Researcher & Product Designer, Digital Hub Assistant, University of Exeter **August 2024-Present**
- Supported Exeter's end-to-end digital transformation, onboarding 18,000 students onto the universities new app, MyExeter, in the first two months.
- Contributed UX design input for the university app, including development of an AI-powered feedback feature to enhance student engagement.
- Conducted user research with students leveraging both qualitative and quantitative insights to refine app features and optimise the user experience.
- Maintained and updated onsite digital content promoting the new MyExeter app using platforms such as Canva and WordPress.
- Technical Problem Solving, Diagnosed and resolved technical issues related to digital tools and infrastructure ensuring minimal disruption to users.
- Structured ambiguous technical problems to diagnose user issues and take action to solve them.

Food and Beverage Assistant, The Rudloe Arms Hotel **September 2020-June 2021**
- Worked closely alongside renowned chef Marco Pierre White to provide a high-quality restaurant service and events for media teams such as SKY
- Took ownership and demonstrated initiative when dealing with customer requests.
- Enhanced ability to multitask/delegate effectively under pressure, often handling many orders at once along with demands from Marco himself.

ENTREPRENEURSHIP AND LEADERSHIP

Co-Founder & Product Designer, PeerPitch **August 2024-Present**
- Conceptualized and designed PeerPitch, a cross-disciplinary collaboration platform connecting students akin to a "dating app" for skills.
- Developed leadership style, owning end-to-end execution of the apps features and ensuring a seamless, customer focused user experience.
- Designed and prototyped using Figma to define early product concepts, develop high-level workflows, and execute clean and effective visual designs.
- Collaborated closely with co-founder software engineer to build the MVP, now in beta testing on TestFlight, with 100+ students onboarded.
- Established strategic partnerships with Exeter University's Digital team and leaders of key student societies to accelerate platform growth.
- Spearheaded the onboarding process for early users, optimizing feedback loops to refine and evolve the quality of our product before full launch.

Managed Personal E-commerce Store, Depop **March 2020-August 2023**
- Experienced buyer and seller of second-hand branded clothing, having made just over £7000 in 3 years.
- Developed an ability to negotiate and an understanding of consumer behaviour, market dynamics, pricing and risk.
- Developed product staging skills using peer to peer e-commerce applications such as Depop and Vinted.

Vice President, With Industrial Experience (WIE) Society, University of Exeter **September 2022-June 2023**
- Established the WIE Discord server, creating a forum that connected students on placements in similar locations or sectors.
- Strengthened leadership skills, responsible for running events to connect students with potential employers.
- Considered opportunity cost in collaboration with the treasurer to make budget allocation decisions.

QUALIFICATIONS

- Bright Network Couch to Coder (5 week coding course) — **August 2024-September 2024**
- Intel Business Analytics Certification (24-hour long course involving coursework and project) — **April 2024**
- Intel AI Prompt Engineering Qualification — **May 2024**
- Microsoft Tools LinkedIn learning (Microsoft Excel, PowerBI, Product Management) — **July 2023-August 2024**