

# WILL ARROWSMITH

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## EDUCATION

### University of Exeter

September 2021-June 2025

- Degree: 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

### Product Designer (Pricing Tools) & 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.
- Managed EMEA pricing managers set of tools and systems, collaborating with technical teams and pricing managers to implement tool enhancements and help improve the accuracy and efficiency of pricing decisions leading to a 30% improvement in pricing response time.
- Recognised the need for and developed a pricing tool providing real-time, product-specific insights, that saved my team 455 hours/year. 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.

### Product Designer and UX Researcher, Digital Hub Assistant, University of Exeter

August 2024-Present

- Supported Exeter's end-to-end digital transformation, onboarding 18,000 students onto the university's 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 200+ students leveraging both qualitative and quantitative insights to refine app features and optimise the user experience.
- Collaborated with cross-functional teams (software engineering, marketing) to continuously refine product features and messaging in response to student feedback, driving engagement up by 30%.
- Diagnosed and resolved technical issues related to digital tools and infrastructure ensuring minimal disruption to users.

### 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

- Conceptualised and designed PeerPitch, a cross-disciplinary collaboration platform connecting students akin to a "dating app" for skills.
- Secured funding, delivering a compelling product pitch to a panel of start-up investors and university senior leadership.
- Collaborated closely with co-founder software engineer to build the MVP, now in beta testing on TestFlight, with 100+ students onboarded.
- Developed leadership style, owning end-to-end execution of the app's features and ensuring a seamless, customer-focused user experience.
- 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 pre-launch.

### Cohort Member, Jumpstart

November 2024-Present

- Selected as one of the top ~1% of 3000+ applicants to join Jumpstart's 2025 cohort.
- Attended 'Start-up Spotlights' and met founders from the UK's most exciting, VC-backed start-ups.

### 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.

## 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