# Will Sims

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## EXPERIENCE

**Amazon,** Seattle, WA

**Technical Program Manager** | Jan 2019 - Present

- Developing and driving the strategic and technical vision for fraud detection products on **Twitch Prime**.
- Running an agile team and executing a product roadmap that spans across Prime and Prime Video businesses.
- Launched improved payment authorization and bot detection checks which reduced the uncaught fraud rate by 42% YoY, increased sign-up conversion by 5%, and reduced weekly customer support contact rates by 90%.
- Onboarded 40 specialized customer support associates to handle Twitch Prime contacts which saved 10 hours of engineering time spent handling tickets per week.
- Saved 8 hours of operational time per week by implementing SQL ETL jobs via AWS Redshift to automate fraud investigation processes and built Tableau business dashboards to communicate results to leadership.
- Created the roadmap for an internal tool used by 3+ engineering teams to accelerate content operations.

**UX Researcher** | July 2018 - Jan 2019

- Lead user experience researcher for mobile, web, and Fire devices on the **Amazon Photos** team.
- Gathered requirements for features to improve customer acquisition by running unmoderated user tests, analyzing data with SQL, and benchmarking the first-time user experience.
- Owned and managed quarterly email surveys sent to 100K+ customers to measure CSAT and NPS.

**eBay,** Portland, OR

**iOS Engineer** | Oct 2017 - June 2018

- Built an ecommerce and gaming **iOS application** with three other students for my senior capstone project.
- Elected team lead and was nominated to present at the OSU Engineering Advisory Board.
- Owned Twitter API integration, home screen implementation, and **product design**.

**Amazon,** Seattle, WA

**UX Research Intern** | June 2017 - Sept 2017

- Conducted focus groups, card sorts, user interviews and concept tests with 50+ target customers to refine requirements and prioritize features for an unreleased product.
- Designed product marketing landing page with Sketch, wrote copy, and rapidly prototyped with Bootstrap.

**Puppet,** Portland, OR

**UX Research Intern** | June 2016 - Sept 2016

- Conducted user interviews with 40+ highly technical customers to improve the usability of **Puppet Enterprise**.
- Ran A/B tests and developed usability benchmarks to track product performance with each release.

## EDUCATION

**Oregon State University,** Corvallis, OR

**B.S. in Computer Science** | Sept 2014 - June 2018

- *summa cum laude* (GPA 3.98), Psychology Minor, Engineering Leadership Academy, Battle of the DJs Champion

## ACTIVITIES

- **Built By Girls Mentor**, **Hour of Code Organizer**, OSU Alumni Mentor, Eagle Scout