

# WILL SIMS

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Portfolio: <http://wrsims.com>

GitHub://[wsims](#) | LinkedIn://[wrsims](#)

## EXPERIENCE

### Amazon | Technical Program Manager

Jan 2019 – Present | Seattle, WA

- TPM and product owner on the **Twitch Prime** payments and fraud prevention team.
- Created Tableau dashboards to automate processes which have been used to identify ~476k+ fraudulent signups and 26 high risk banks from year to date.
- Launched changes in fraud logic which increased signup conversion rates by ~10% week over week.
- Onboarded a team of 40 customer support associates to recognize and handle Twitch Prime fraud tickets.
- Wrote business requirements and created UI mockups for a fraud check launching later this year.

### Amazon | UX Researcher

July 2018 – Jan 2019 | Seattle, WA

- Lead user experience researcher for **Amazon Photos** on mobile, web, and Fire devices.
- Improved customer acquisition rates by running unmoderated user tests, analyzing data using SQL, and benchmarking the first-time user experience.
- Owned and managed quarterly email surveys sent to over 100k customers to measure CSAT and NPS.
- Launched an improved research intake process to expedite user research planning.

### eBay | iOS Developer

Oct 2017 - June 2018 | Portland, OR

- Led project to build an iOS application sponsored by eBay for my **senior capstone project**.
- Owned Twitter API integration, home screen implementation, and **product design**.
- Generated requirements and user stories based on research and client needs.

### Amazon | UX Research Intern

June 2017 - Sept 2017 | Seattle, WA

- Owned user experience research for an unreleased product on the **Amazon Registry Services** team.
- Conducted generative research through focus groups, user interviews, card sorts, concept testing, and survey analysis to define requirements, determine product direction, and prioritize features.
- Designed the marketing landing page from scratch using Sketch and rapidly prototyped with Bootstrap.
- Wrote marketing copy and tested marketing landing pages with users.

### Puppet | UX Research Intern

June 2016 - Sept 2016 | Portland, OR

- Conducted usability studies with over 40 customers to improve the usability of **Puppet Enterprise**.
- Improved the installer through data-driven recommendations for change based on my research findings and attained a 100% success rate during user testing.
- Ran A/B tests, heuristic evaluations, and developed usability benchmarks for measuring the overall ease of use of Puppet Enterprise to track product performance with each release.

## EDUCATION

### Oregon State University | B.S. in Computer Science, Psychology Minor

Sept 2014 - June 2018 | Corvallis, OR

- **Honors:** *summa cum laude* (GPA 3.98/4.0), Randy V. Puckett Memorial Scholarship (top 10 in CS), Battle of the DJs 2016 Champion
- **Activities:** Alumni Mentor, Engineering Leadership Academy, Entrepreneurship Club, Campus DJ

## PROGRAMMING + TOOLS

- **Languages:** SQL, Python, Swift, HTML, CSS
- **Tools:** Tableau, Sketch, Qualtrics, SQL Workbench, UserTesting, Jira, Xcode, Android Studio, Git/GitHub