

# WILL SIMS

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Portfolio: <http://wrsims.com>

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

## EXPERIENCE

### Amazon | User Experience Researcher

July 2018 - Present | Seattle, WA

- Lead user experience researcher for **Amazon Photos** on mobile, web, Echo devices, Fire TV and Fire tablet.
- Improved customer acquisition rates by conducting data analysis using SQL, running surveys, and benchmarking the first time user experience. Research insights resulted in updated metrics, onboarding optimizations, and product roadmap improvements which drove growth.
- Analyzed international customer data to identify marketing opportunities and shape the 2019 roadmap.
- Owned and launched an improved research intake process to expedite user research planning with product managers and designers across the organization. Held lunch and learns to educate the team on best research practices and provided tools for self-service through unmoderated UserTesting templates.

### eBay | Project Manager & iOS Developer

Oct 2017 - June 2018

- Led project to build an iOS application sponsored by eBay for my **senior capstone project**.
- Nominated to present at the Oregon State University engineering industry advisory board.
- Owned Twitter API integration, home screen implementation, and **product design**.
- Generated requirements and user stories based on research and client needs.

### Amazon | User Experience 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 an entire marketing landing page from scratch using Sketch and rapidly prototyped with Bootstrap.
- Wrote marketing copy and tested marketing landing pages with users.

### Puppet | User Experience Research Intern

June 2016 - Sept 2016 | Portland, OR

- Led 5 usability studies with over 40 users and worked closely with product managers, UX designers, and software engineers 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.
- Conducted a heuristic evaluation, ran A/B tests, 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, Eagle Scout
- **Activities:** Alumni Mentor, Engineering Leadership Academy, Entrepreneurship Club, Campus DJ
- **Coursework:** HCI, Usability Engineering, Research Methods in Psychology, Engineering Statistics, Cognition, Inclusive Design, Machine Learning & Data Mining, Virtual Reality, Data Structures, Analysis of Algorithms

## PROGRAMMING + TOOLS

- **Languages:** SQL, Python, Swift, HTML, CSS
- **Tools:** Sketch, Qualtrics, UserTesting, Jira, Xcode, Android Studio, Git/GitHub, Microsoft Office, Google Apps