**Bill De Smet**

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**Summary**

Over 10 years of hands-on experience creating rich and immersive user experiences that are aesthetically intuitive to use for both desktop and mobile devices. I pride myself on being an advocate for the user, practicing user-centered design principles as the basis for my design decisions on behalf of the user's needs and business goals. My formal education in Information Technology makes me unique in that I understand the software development lifecycle and can communicate with developers and software engineers.

**Experience**

**M&C Saatchi Worldwide** *– Senior UX Designer*  
*08/18 – Present (Contract)*

Involved in the full product lifecycle and discovery for the redesign and strategic thinking for Herbalife.com. My role and responsibilities include working with other agency partners and cross-functional teams within Herbalife.

* Conducted in-person stakeholder interviews with the C-suite, distributors and Herbalife’s customers.
* Document and present the underlying themes and problem statements.
* Analyze existing customer journey diary videos for customer pain points to help guide recommended improvements to the current online experience.
* Facilitated workshops to uncover the level of effort/reward for features, epic, and stories.
* Wire framed mobile experience showing the user's journey through various shopping funnels while depicting value streams and social channel entry points into content areas for repeat orders.

**MXM** (Part of Accenture Interactive)*– Lead UX Designer*  
*01/18 – 7/18 (Contract)*

Collaborated with product managers, developers, and business teams to design new and innovative products that include enterprise and B2C solutions on Johnson Johnson's Acuvue and Allergan accounts.  
  
  
**Edmunds.com** *– Lead UX Designer*  
*11/16 – 12/17*

A major contributor in the UX strategy and direction of Edmunds suite of business to consumer products including the Car Buying Platform and Member Services product portfolio. I worked with cross-functional teams in an agile working environment and lead product initiatives with product managers and directors as well as our research team. I received a merit increase for being a high-contributor for the UX department.

* Increased customer Return Rate on the Edmunds membership services platform by 60% compared to 17% on a previous version resulting in 23k users coming back 2x a month leading to better quality leads.
* Worked in an experimental R&D unit within Edmunds called Digital Futures. The Car Buying Platform team developed a new product to streamline the car buying process and sell vehicles direct to consumers.
* Redesigned the Edmunds car comparison tool based on user interviews and card sorting exercises. Resulting in a more engaging feature-rich tool fitting the shoppers’ decision-making process as they compare vehicles.
* Conducted moderated user testing for the car buying platform resulting in improved user experience.
* Directed and mentored associate UX designers.

**Hoverstate** *–**Sr. UX Designer*  
*11/15 – 10/16*

Hoverstate is a digital agency specializing in creating innovative solutions in technology for the health and wellness industry. I work closely with the creative director and other stakeholders to establish a UX strategy for a new product on the UnitedHealthcare small business health insurance website.

* Involved in strategic planning from ideation through prototyping and testing.
* Established user workflow diagrams for new products using UML notation.
* Conducted extensive remote user testing on existing functionality and new products to uncover user pain points. Testing experiments included developing test roadmap, writing the test script, A/B, multivariate and card sorting exercises.
* Evaluated qualitative and quantitative data from testing results and suggested recommended improvements for better usability based on heuristic methodologies.
* Shorten the development life cycle saving $60,000 in development cost on a social media campaign for Blue Cross of Idaho, using Unbounce to deliver and optimize landing page performance for better conversion.

**MobileCause** *– Lead UX/UI Designer*  
*12/14 – 7/15 (Contract)*

My role as the UX UI designer was to improve the existing user flow for a cloud-based fundraising SAAS platform to help non-profit organizations gain new donors, increase recurring gifts and engage supporters.

* Improved the information architecture (IA) for the customer-facing dashboard and front-end (UI) based on feedback from the customer success team and non-profit clientele.
* Received a 90% positive feedback from users of the redesigned donation form setup page by implementing an accordion view.
* Lead UX/UI strategy of new product development and iterative refinements to existing product features.
* Designed MobileCause point of sale iOS and Android App from inception through current release, which has been used to raise over $400,000 to date.

**Sonic Electronix.com** — *Sr. UX/UI Designer / Creative Manager*  
*5/13 – 10/14*

As the Sr. UX designer my role was to lead, research and complete minimum viable user-centric design initiatives for Sonic Electronix business objectives and its customers. This resulted in a frictionless user experience to purchase a car and home audio products online.

* Simplified the return policy process for users increasing conversion 8 to 9% on the OnClick event. Compared to the old page which converted less than 1%.
* Improved the purchasing funnel conversion rate to 0.88% resulting in a 12.8% YoY revenue increase.
* Spearheaded usability studies and interviews in the wild. Which resulted in decreased page abandonment and increased conversion rate.
* Conducted multivariate testing to measuring the effectiveness of design combinations.
* Mentored creative talent to ensure consistent quality standards throughout all social media channels, affiliate marketing, email campaigns, and onsite web assets.

**Ballistic Designs, inc.** — *Owner /**UX/UI Designer*  
*6/03 – 5/13*

Owned and operated my own creative studio for ten years producing unique branding and custom web solutions for clients in the health insurance, automotive and technology industries.

* Increased online sales for Piloti.com (driving shoe manufacturer) by 400% from the previous year by enhancing the website’s functionality and strengthening the company’s branding programs online and offline.
* Gathered project requirements from stakeholders, marketing directors, and product managers. Document website architecture using sitemaps and UML diagrams for user flow.
* I supervised a freelance pool of programmers (on and off-shore), designers,   
  and copywriters.
* Strategized with copywriters in developing marketing campaigns and content creation to ensure consistent messaging across multiple marketing channels.

**Education**

**Capella University**

B.S. in IT Technology with an Emphasis in Systems Development for Mobile Technology.

*Dean's list 2011-14*

*Graduated with honors/GPA 3.76*

**UCLA, University Extension**

Certification; Professional designation program in graphic design and computer graphics offered in cooperation with the UCLA School of Design.