

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.

I communicate my vision using techniques such as wireframes and rapid prototyping while keeping in mind key universal design principles at each stage of the iterative user-centered design / UX process. 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

Edmunds.com– *Lead UX Designer*

11/16 – Present

Edmunds is a leader for online car buying information and research. As a UX lead designer, I help strategize Edmunds' suite of business to consumer products including their Car Buying Platform and Member Services product portfolio, working with cross-functional teams including product owners, development leads, and marketing directors.

- Synthesized competitive analysis in the form of user flow diagrams.
- Strategized with product manager to develop testing campaigns for various entry points on Edmunds.com where users would most likely engage with a car buying product.
- Redesigned the Edmunds car comparison tool based on user interviews and card sorting exercises. This resulted in a more engaging feature-rich tool fitting the shoppers' decision-making process as they compare vehicles.
- Directed associate UX designers on the membership product portfolio.
- Conducted live user testing for the car buying platform resulting in improved user experience.
- Worked with shopper services to develop pricing strategies and social proofing throughout the user's journey.
- Developed high-fidelity prototypes using InVision, Sketch and Axure prototyping tools.
- Designed annotated wireframes using Balsamiq and Sketch with a mobile-first approach.

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 department and other stakeholders to establish a strategic user flow for new product development 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. Reduced the gap between user execution and evaluation within the purchasing funnel. Testing experiments included developing test roadmap, writing the test script, A/B, multivariate and card sorting.
- Conducted and moderated testing using Camtasia. Recruited and screened test candidates. Developed test plan.
- 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.
- Developed high-fidelity prototypes using InVision, Sketch and Axure prototyping tools.
- Designed annotated wireframes using Balsamiq, Sketch, and InDesign.
- Created proto-personas to help focus the product back onto the user throughout the software development lifecycle.

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.
- Designed user experience for team's product in crowdfunding by combining business objectives with user research. Including the gamification of team features to encourage product engagement.
- Received a 90% positive feedback from users of the redesigned donation form setup page by implementing an accordion view.
- Successfully delivered hundreds of documented UI & UX improvements to JIRA, through live in production releases.
- Lead design-first strategic planning of new product development and iterative refinements to existing product features.
- Produced hi-fidelity prototypes using Bootstrap, InVision, Sketch and Axure prototyping tools.
- 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 car and home audio products online.

- Simplified the return policy process for users increasing conversion 8 to 9% on the OnClick event. Whereas the old page converted less than 1%.
- Improved the purchasing funnel conversion rate to 0.88% resulting in a 12.8% YoY revenue increase.

- Involved in strategic planning from ideation through prototyping, testing and product release.
- Updated and improved online processes using best practices and proven design patterns for both desktop and mobile platforms.
- Spearheaded usability studies and interviews in the wild. Which resulted in decreased page abandonment and increased conversion rate.
- Re-organized the category and main product pages to create a more minimalistic design that included business rules with over 200 use cases.
- Conducted multivariate testing to measuring the effectiveness of design combinations.
- Champion user-centered design methodology for accessibility resulting in ease of learning, ease of use.
- Produced mockups, wireframes and high-fidelity prototypes using Axure, Balsamiq Mockups.
- Established new branding guidelines and messaging for Sonic Electronix.com, which helped their online presence as a top Fortune 300 online retailer.
- 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 percent from the previous year by enhancing the website's functionality and strengthening the company's branding programs online and offline.
- Hands-on (UI) designer for all web interfaces.
- Gathered project requirements from stakeholders, marketing directors, and product managers. Document website architecture using sitemaps and UML diagrams for user flow.
- Produced high-fidelity (UX) prototypes and wireframes using Axure.
- Managed project lifespan and milestones using Basecamp.
- Supervised freelance pool of programmers (on and off-shore), designers, and copywriters.
- Communicated the functionality documentation and client needs to the development team.
- Strategized with copywriters in developing marketing campaigns and content creation to ensure consistent messaging across multiple marketing channels.

Achievement:

Launched my own online golf reservations system called "Level2-Golf" for public and private golf courses.

Red Guitar Advertising — Associate Creative Director

4/99 – 5/03

My role as an Associate Creative Director was to manage all aspects of the creative process for a wide range of projects and clients in the automotive, technology, telecommunications, sporting goods, and software industries. I enhanced client relationships by delivering quality design and responsive action to client needs.

- Directed simultaneous projects for both print and web media.
- Orchestrated product and location photo shoots.

- Produced innovative web interfaces while managing development teams.
- Animated title sequences and special FX using Adobe After Effects for Nokia video presentations for the U.S. and Finland corporate offices.
- Translate creative direction from upper management to freelance staffers and agency employees.
- Provided a creative design solution that shortens the lifespan of a project, this increases the profitability of the agency while fulfilling the needs of the client.

Freelance— *Art Director*

'97-'99

The Walt Disney Corporation, 360 Designs, Direct TV, MGA Entertainment, The Dupuis Group, The Identity Group

Summary of Skills

User Experience Design (UX), User Interface Design (UI), Interaction Design, HCI (Human-Computer Interaction), Usability Testing, User Research, Web Project Management, Product QA, Product Manager, Wireframes, Rapid Prototyping, User Centered Design Best Practices, Hierarchical Task Analysis, Information Architect, Entity Relationship Diagramming, Google Analytics, HTML/CSS coding and browser editing, JQuery libraries (fundamental understanding), Bootstrap (fundamental understanding), Creative Direction, Design Mentoring, Email Campaigns, Copywriting/Message Development, Conceptual Thinker.

Tools

Invision, Sketch, Axure 7.0, Balsamiq Mockups, Adobe Photoshop CS6, Adobe Dreamweaver CS6, Adobe Illustrator CS6, Optimizely, Unbounce, Microsoft Office, Google Docs, Browser Developer Tools, MySQL Workbench, Sublime Text, Coda, Wordpress, Magento.

Education

Capella University 2015

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.

Awards

2008-2012 American Web Design Award from Graphic Design USA

2006-2008 American Graphic Design Award from Graphic Design USA

2000 Ventura County ADDY Award

LinkedIn Recommendations

Bill is a treasure trove of knowledge! He was an excellent mentor who shared his expertise in the entire process of UX design, from concept to execution. Under his leadership, we were able to successfully

strategize, roadmap, and deliver designs for the Membership program at Edmunds. He also led efforts for other innovative products for the company.

Bill knew how to give constructive feedback in a way that was patient, positive, encouraging, and conducive to the growth of our team. He demonstrated the ability to effectively communicate his design decisions with stakeholders, always placing the users needs first. Additionally, Bill was a great joy to work with and I know he would be a great asset to any team!

Morgan Velarde, UX Designer, Edmunds.com

I've had the privilege of working with Bill from the product perspective and he's just awesome! Somehow he has great reserves of patience for our ever-changing projects while still managing to deliver quickly. Bill brings a great wealth of experience to his work with a knack for focusing on just the right work to solve the problem at hand. He follows-through to test ideas and make sure they actually solve the targeted problem. He is also very good at balancing a number of projects with different (and sometimes conflicting) priorities while maintaining our vision and strategy. I like Bill's customer focus and willingness to collaborate with the whole team. He is great to be around and I would welcome the opportunity to work with him on any project.

Ben Marland, Product Manager, Edmunds.com

I worked alongside Bill almost daily from the inception of the Car Buying Platform and Membership products at Edmunds. Bill's open communication style made it very easy to partner with him. He isn't afraid to voice a differing opinion and engage in a healthy discussion, which I value. He offered a plethora of UX expertise to lean on but was also open to trying new processes and techniques. I remember early on we got into a discussion of Lean Thinking and building MVPs, and he very quickly absorbed the concepts and applied them to his work.

I found Bill's work to be clean and straight-forward, always focused on helping the shopper accomplish whatever mental or physical task they were trying to do. Bill was committed to the team and helping the business achieve the goals it set forth. I very much enjoyed collaborating with Bill.

Carolann Neale, Director of Marketing, Edmunds.com

"Bill is an all-encompassing UX designer. He takes the big picture and makes exactly what users need to get from where they start to where you want them to end up. Very senior, personable, and it was a great experience working with someone not only so knowledgeable but also so willing to learn something new."

James Pikover, Product Manager, Mobilecause.com

"Bill is an extremely talented and professional designer. I had the opportunity to work with Bill on numerous projects at Sonic Electronix including website UX/UI design, market research, company re-branding, print design, and much more. He is very detail oriented and process driven to ensure projects are completed properly and to a professional standard. He is also a great art director, manager, and teacher to junior designers.

I have an incredible amount of respect for Bill as a person and as a professional. Any company looking for a designer, UX/UI expert, or creative director, I can sincerely give my full support and recommendation for Bill."

Seth Wilde, Director of Product, Sonicelectronix.com

“Simply put, Bill has designed some of the best websites I’ve seen. And he has the awards to prove it. However, I’ve always been impressed with his management of large Web Development Projects: from conception and design, through development, quality assurance, and successful implementation – Bill knows exactly how to carry a project and team to the end results stakeholders want. Nice Work, Bill!”

Dan Wease, Experienced Project Manager Information Technology

"Ballistic Designs has created a web presence that rivals our competitors, positioning us as leading brand in the automotive-based athletic footwear market. We believe our partnership with Ballistic Designs was a primary catalyst in expanding our distribution channel and our explosive growth in sales."

David Hewlett, CFO, Piloti Driving Shoes

References

Available on Request