

SHANNON BROWN

UX/UI DESIGNER

Based in New York City

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EXPERIENCE:

5/2015 – Present

TERADATA / UX/UI Designer

www.teradata.com

Think Big Analytics

- Create visual designs for business intelligence dashboards for clients including Bank of America, Centene, Celgene, Federal Aviation Administration, McCain Foods, Prudential Real Estate, TrueCar, Valspar, and Wells Fargo
- Assist in internal projects involving Artificial Intelligence (AI), machine learning, deep learning, and banking fraud
- Prepare job estimates and assist in presales meetings
- Conduct interviews to gather requirements from users and stakeholders
- Supply sketches and wireframes in an iterative process
- Create rapid prototypes
- Create high-fidelity, pixel-perfect mockups
- Prepare final assets for development teams
- Create style guideline documents specifically geared toward BI dashboards

9/2001 – 05/2015

SHANNON BROWN WEB DESIGN / UX, Web, Print Designer

www.shannon-brown.com

Pearson Learning / UX/UI Design (iOS / Win8 Apps)

- Create visual designs for Pearson's System of Courses (PSoC) tablet-based software for both iOS & Windows platforms
- Create sketches, wireframes and high-fidelity mockups
- Gather and interpret product feedback from stakeholders and users
- Create annotation documentation for development teams
- Test software from accessibility standpoint and make recommendations for improvement

NBC UNIVERSAL / UI Design

- Redesigned Oxygen Media's live TV schedule / video player website in desktop, iPad, and mobile layouts
- Created visual designs for online TV properties including Syfy, CNBC, E!, Esquire, Sprout, Telemundo, Mun2, and Bravo
- Prepared annotation documents for development staff

SUMMARY:

UX/UI Designer with over 15 years of experience in a wide range of industries from Healthcare to Real Estate; from Fitness to Frozen Foods.

Skilled in BI dashboard design as well as traditional app and website design.

SKILLS:

- User Research
- Requirement Gathering
- Empathy Mapping
- Sketching & Wireframing
- Rapid Prototyping
- High Fidelity Mockups
- Front End Development (HTML/CSS)
- Agile Methodologies

SOFTWARE:

PhotoShop, Illustrator, InDesign, Adobe XD, MicroStrategy, Tableau, Axure, Sketch, JIRA

Operating Systems:

Macintosh / Windows

EDUCATION:

Marshall University

Bachelor of Fine Arts (BFA)
Huntington, WV

NYU New School

Web / App Design Courses
New York, NY

BCS

Certification in UX Design
United Kingdom

Additional Clients Include:

AmeriCares: UX/UI for E-Commerce Site

AOL: HTML Emails, Print Material

Bloomberg: Infographics and Print Design

Edelman PR (Citibank, Tupperware): HTML Email Design

Equinox Fitness Clubs: HTML/CSS Development, Email Design, Presentation Design

MSL Group (Samsung, Febreze): HTML Email Design, Print Design

Tate's Bake Shop: UX/UI for Ecommerce Site

9/2006-5/2010

COLEMAN RESEARCH GROUP / *Design Director*

- Designed and developed user interface for CRG's proprietary software, Knowledge Broker, from the ground up
- Met with stakeholders to determine product features
- Presented wireframes and high-fidelity designs to a cross-functional team for resolution on projects and software enhancements
- Built front end HTML/CSS
- Designed, developed and maintained company's front-facing websites (Client, Member, & Employee portals)
- Designed, developed, and deployed email marketing campaigns
- Designed all digital and print marketing materials including infographics, presentations, social media graphics, sell sheets, event banners, product logos, slider graphics

8/2001 – 2/2005

IAMPLIFY / *Web & Graphic Design Consultant*

- Designed and developed iAmplify website
- Designed microsites and landing pages for iAmplify clients including Tony Robbins, Marianne Williamson, Dr. Wayne Dyer, Barbara De Angelis, New York University
- Designed HTML emails & print marketing materials for iAmplify and its clients

8/2001 – 2/2005

VISTA RESEARCH / *Web Services Director*

- Met with stakeholders to determine product features
- Presented wireframes and high-fidelity designs for public-facing website and client portal
- Built front end HTML/CSS
- Designed, developed, and deployed email marketing campaigns
- Designed all digital and print marketing materials including infographics, sell-sheets, reports, event invitations