

# 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](http://www.teradata.com)

- 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

### CONSULTING PROJECTS | UX, Web, App Designer

[www.shannon-brown.com](http://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:

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

## SOFTWARE:

Adobe Creative Suite (PhotoShop, Illustrator, InDesign, Adobe XD), MicroStrategy, Tableau, Axure, Sketch, Microsoft Office Suite, JIRA, Camtasia Studio, iMovie, Sublime Text

### 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

## OTHER:

Knowledge of Accessibility Guidelines for Mobile Design

Certified CPR Instructor with the American Heart Association

## **GUIDEPOINT GLOBAL** | UX/UI Design

- Met with stakeholders to determine specs on new features for company's proprietary software
- Created wireframes and brainstormed with the team to determine solutions for complex features
- Created pixel-perfect high-fidelity mockups of site's new features.

### **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