Shannon Brown

UX LEADER / NEW YORK, NY

www.shannon-brown.com
www.linkedin.com/in/shannonabrown
shannon@shannon-brown.com

SUMMARY

Passionate and pragmatic UX Designer with over 20 years of experience across various industries. A hands-on design leader with specialized skills in enterprise application design, BI dashboard design, lean UX, and establishing a design culture.

EXPERIENCE

2019-Present

UX Design Manager / Centene Corporation

- Lead team of 3 UX Designers and within Centene's BI Center of Excellence
- Developed a UX Community of Practice and trained 10 BI Engineers to perform UX processes resulting in $1.2M annual cost avoidance
- Established BI templates and a suite of tools to improve the efficiency of 1,800 BI Engineers resulting in $1.4M annual savings
- Lead a project to replace a third-party tool with in-house application resulting in $80M savings
- Established baseline CSAT/NPS metrics for analytic products, and designed POC for automatic capture of customer feedback
- Led Lean UX workshops to develop non-coded prototypes within 5 days
- Established a culture of design bringing UX maturity from Level 1 *(non-existent)* to Level 4 *(structured)* on the NN/g maturity model
- Accomplishments: 12 applications, 17 BI dashboards, 8 research projects, 9 efficiency tools

2015-2019

UX Designer / Teradata

- Worked as a UX consultant to design analytic dashboards for major corporations including **Centene, Celgene, eBay, Procter & Gamble, Prudential, Bureau of Alcohol, Tobacco, Firearms and Explosives, McCain Foods, TrueCar, HealthTrust**
- Lead onsite design workshops with clients to perform lean user research, identify personas, gather data requirements, and create rapid prototypes
- Prototyped BI dashboards for development in MicroStrategy, Tableau, and Covalent
- Partnered with Teradata's AI team to design applications in the banking, transportation, and marketing industries
- Participated in pre-sales efforts with Teradata account executives to develop client RFPs

2001-2015

UX/UI Consultant / Shannon Brown Web Design

Pearson Learning, *UX/UI Designer for iOS / Win8 Apps*

- Visual design for Pearson's System of Courses (PSoC) tablet-based learning software for public schools grades K-12
- Participated in group journey mapping and sketching exercises
- Created annotation documentation for development teams
- Performed accessibility reviews and made recommendations for improvement

NBCUniversal, *Visual Designer*

- Visual design of Oxygen Media's live TV schedule and video player website for several properties including Syfy, CNBC, E!, Esquire, Sprout, Telemundo, Mun2, and Bravo
- Created high-fidelity responsive designs in desktop, iPad, and mobile layouts

- Prepared annotation style guides for development team

Additional Consulting 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
- **Guidepoint Global:** UX/UI design for proprietary enterprise software
- **MSL Group** *(Samsung, Febreze)***:** HTML Email Design, Print Design
- **Tate's Bake Shop:** UX/UI for Ecommerce Site

2006-2010

Design Director / Coleman Research Group

- Performed full-stack UX design and development of CRG's public-facing website
- UX design for the company's proprietary software, Knowledge Broker, an expert-matching portal used by CRG's internal employees and institutional investors
- Performed front end development (HTML/CSS) for Knowledge Broker
- Established company brand guidelines

SKILLS

Leadership
UX Coaching
User Research
Sketching
Rapid Prototyping
Wireframes
High-Fidelity Mockups
Usability Testing
UX Training / Coaching
Analytic Storytelling
Design Systems
Best Practice Guidelines

SOFTWARE

Figma
Sketch
Miro
Adobe Creative Suite
Jira
Power BI
Tableau
MicroStrategy
Confluence
SharePoint

EDUCATION:

Marshall University (BFA)
Huntington, WV

NYU New School (App Design Courses)
New York, NY

UX Certification
Specialization in UX Management
Nielsen Norman Group (NN/g)

UX Design Certification
BCS, The Chartered School for IT