

KRISTEN E. SHAW, UXC

UX DESIGNER

www.kristenshaw.me

 kristenshaw4@gmail.com

 (719) 232-4805

 linkedin.com/in/kristenshawdesign

I am a Senior UX Designer who is passionate about creating products that are easy-to-use, experiences that delight, and solving complex problems. It is my desire to be a part of a company that is collaborative, innovative, and agile, recognizing the value of each employee and enabling individual contributors to leverage their unique talents and abilities to fulfill the goals of the organization.

EXPERIENCE

UX Architect

Compassion International (August 2011 - Present)

Leads, guides, and contributes to the user experience across Compassion's web properties and platforms. Applies analytical as well as creative ideas to complex design projects.

Works closely with web developers to apply expertise in establishing functional requirements, creating wireframes, prototypes, user flows, mockups, and style-guides. Executes front-end development using a content management system, HTML and CSS.

Establishes design guidelines, best practices, and standards. Drives consistent design look and feel across products by maintaining consistency in visual elements and behavior.

Conducts complex user research, evaluates results, and presents research-based solutions to key stakeholders. Uses qualitative and quantitative data from usability testing, heat maps, click tracking, and web analytics to identify opportunities for improvement in user experience and conversion rate; generates ideas for A/B testing, and develops hypotheses with data-informed rationale. Plans testing timelines based on test prioritization.

Web & Interactive Contractor

Compassion International (January 2011 - August 2011)

Create new web pages based on content from a previous CMS to a redesigned website built in SDL Tridion. Acquire, manage, and edit content to adhere to updated style guides. Management and usage of media assets (images, video, downloadable files), ensuring that they conform to editorial and technical guidelines regarding size, resolution, length, and format. Publish updates to web pages rapidly and precisely.

Graphic Designer

University of Pittsburgh Medical Center (July 2008 - August 2010)

Primary resource for the Department of Radiology; plan and establish priorities for the development of departmental marketing materials in conjunction with physician requests for presentation materials required for journal publication. Plan, develop, and coordinate the production of internal information and promotional materials for the Department of Radiology and the Physician Services Division. Review, edit, and format annual reports. Plan, create and produce printed publications to support the department's marketing efforts.

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"Simplicity is the ultimate sophistication."

- Leonardo DaVinci

EDUCATION

Master of Science Information Communication Technology, Web Design & Development

University of Denver (2014-2015)

Bachelor of Science Graphic Design

The Art Institute of Pittsburgh (2007-2009)

Associate of Science Visual Communications

Colorado Technical University (2005-2007)

CERTIFICATIONS

UX Certificate

Nielsen Norman Group 2014 - Present

License UXC#1000133

Optimizely Platform Certification

2015-2016

SKILLS / TOOLS

USABILITY STUDIES

UI DESIGN

HTML/CSS

WIREFRAMES

PROTOTYPES

WEB ANALYTICS

CONVERSION RATE
OPTIMIZATION

ADOBE CC

OMNIGRAFFLE

SKETCH

BRACKETS

WORDPRESS

JUSTINMIND

UXPIN

HOTJAR

GOOGLE ANALYTICS

OPTIMIZEZY

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EXPERIENCE (continued)

Graphic Designer

Landmark Marketing (August 2007 - July 2008)

Communicate with the Production Coordinator, project managers, and clients to manage collection of advertising materials, publication editorial and images, and obtain design approvals. Collaborate with a three-person Production Team and 14 Project Managers to produce five hard-bound visitor guide publications. Work directly with the Creative Services Manager (CSM) to plan and execute publication layout and design.

Work with a team to brainstorm and implement a new marketing strategy for Landmarks' advertising. Execute the design of marketing materials.

*"If you're not failing every now
and again, it's a sign you aren't doing
anything very innovative."
- Woody Allen*

MILITARY SERVICE

U.S. Army Reserve

2007-2012

25B Information Technology Specialist

91F Small Arms Repair

U.S. Air Force Reserve

2005-2007

2T2 Air Transportation

U.S. Army Active

2003-2004

14J Air Defense C4I Tactical Operations

Center Operator