

SHAUN WHITWORTH

PRODUCT DESIGNER - FRONT-END DEVELOPER

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Skills

User Interface Design
User Experience Design
Responsive Web Design
Wireframing
Prototyping
Information Architecture
Usability Testing
Web Content Management
Creative Direction
Graphic Design
Typography
Photography

Tools

HTML / CSS
JavaScript
Bootstrap
Wordpress
Sketch
Figma
Adobe XD
InVision
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe After Effects
Visual Studio Code
Tumult Hype
Pen and Paper
Post-it Notes

Education

Texas State University
Bachelor of Fine Arts - BFA
Minor in Anthropology
2005 - 2009

Activities and Societies: FSS
Diversity Committee

San Antonio College
Associate of Arts (A.A)
2003 - 2005

Udacity
Google Challenge Scholarship,
Front-End Dev
April 2018

**The Interaction Design
Foundation**
Membership Certificate
Oct. 2018

Experience

April 2020 - Present Designer II *USAA*

- Designer and Design Language Representative for Consumer Lending.
- Currently supporting the Consumer Lending and Member Debt Solutions in creating end to end digital experiences.

June 2018 - April 2020 UI/UX Designer - Mid *USAA Contract*

- UI/UX Designer with Financial Advice & Solutions Group (FASG) and Enterprise Advice Group (EAG).
- Design Language Representative for Enterprise Advice Group.
- Practiced and advocated for Human-Centered design and Fogg Behavior Model methodologies by routinely iterating on USAA's digital experiences with member and stakeholder feedback.
- Participated in qualitative and quantitative researching including A/B testing, unmoderated member testing, usability studies, and accessibility assessments.
- Produced UX strategy deliverables: Journey maps, affinity diagrams, user flows, and information architectures.
- Creation of tactical deliverables: Wireframes, prototypes, and annotated high-fidelity mockups.
- Define and implement re-usable design patterns.
- High attention to detail and experience leading multiple, contending priorities simultaneously.
- Worked closely with business and IT partners to help prioritize tasks and create design deliverables.

January 2012 - Present

Freelance Visual Designer / Developer

- Develop, Design, and customize visual design elements for SMB sales and advertising.
- Translate strategic business requirements and wire-frames into new website functionality.
- Drove traffic to websites by implementing Search Engines Optimization strategies.
- Managed client database driven websites from planning state to full implementation.
- Designed and created wire-frame, mock-ups, and user stories to customer specs.

January 2014 - May 2018

UI/UX Designer / System Support Specialist II *Texas State University - University Bookstore*

- Served as a Front-end developer / UI / UX designer that successfully deployed a new responsive experience for our growing segment of mobile shoppers. (256k sessions for FY2017)
- Created website content, SEO strategies, and edited partner sites generating revenue up to \$ 1.6 million (1.40% increase) dollars this fiscal year (FY2017).
- Created content and adapting existing content to web-friendly format; created and maintained the logical structure of the content.
- Served as Web Content Administrator; Maintenance, Updates, and Corrections to University Bookstore site.
- Created content offering from the ground up for the University Bookstore at Texas State, including formulating social media strategy, digital strategy, and deliverables.
- Created internal and external social media marketing campaigns within deadlines and expectations for all Texas State audiences. (31.69% increase for FY2017)
- Developed partnerships for content generation and syndication for the Higher Education cohort.
- Managed and maintained relationships with business clients and brand stakeholders.
- Developed a distinct tone and style for the content-based analysis on social media and Google Analytics.