SHAY HALL

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UX DESIGN MANAGER

Innovative and culture-oriented **UX Design Manager** with progressive experience leading cross-functional teams and collaborating with Product Management, Business, Marketing, Engineering, and other designers to define and implement pragmatic solutions for digital product experiences. Skilled in identifying and driving user research opportunities to help inform and validate design decisions. Adept at identifying early concepts via design thinking, articulating end-to-end experiences, and crafting elegant design solutions. Socializes a clear vision for design innovation and big picture thinking while not sacrificing speed of delivery. Possesses high quality communication and project management skills with the ability to facilitate training and development initiatives to teams and senior leadership in an effort to attain targeted goals and objectives.

▪ Collaborative Leadership	▪ Strategic Planning	▪ Program & Project Management
▪ Emotional Intelligence	▪ Stakeholder Relationships	▪ Cross-Functional Teams
▪ Extreme Extrovert	▪ Design Thinking Facilitation	▪ Analytical & Creative Thinking
▪ Engagement Strategy	▪ Team Building & Development	▪ Diplomacy & Negotiation
▪ Design Thinking Methodology	▪ Communication Skills	▪ UX Engineering

PROFESSIONAL EXPERIENCE

IBM, Durham, North Carolina
An American multinational technology corporation with operations in 171 countries.

Design Manager, 2021 – Present
Elevated into a leadership role to lead and manage six direct reports with dotted line accountability over 12 team members. Responsible for overseeing project engagements and ensuring deliverables and timelines are achieved related to concepts, wireframes, interactive prototypes, specifications, and more. Translates business requirements to meet end user needs and goals while creating differentiated design solutions. Partners with key product stakeholders to support business objectives while advocating for the realization of user-centered design and industry best practices.

- Evangelizes a clear vision to senior leadership for realizing best-in-class designs; regularly presents to executives.

- Coaches and mentors a high-performing, cross-disciplinary Design team that encompasses researchers, UX/UI designers, and visual designers.

- Led the Watson Orchestrate design as a Strategic Lead for the newly formed Jumpstart Innovation team; interacted with Research, Development, Design, and Project Management to achieve significant business results.

- Managed the Integro team beginning in June 2021; set up design education sessions with multiple teams to convey subject matter expertise in an effort to start and complete design within a 2–3-week timeframe.

UX Designer & Design Lead, 2020 – 2021
Promoted to serve as a hands-on Design Leader to shape the future by defining strategies and leading the creation of end-to-end user experiences. Operated as a subject matter expert while engaging in project strategy and coordination, product design, storytelling, presentations, coaching and mentoring, and comprehensive project management. Developed

innovative solutions to business problems while collaborating cross-functionally and leading user research.

- Successfully filed two patents and had one article published on Improv and Design Thinking.

- Recipient of two Outstanding Technical Achievement Awards and the Big Business Innovation Award.

- Taught the Design Thinking Masterclass at AppMod Tech Con 2019.

- Participated in the development of two products—IBM Multichannel Management and CloudPak for Automation.

- Collaborated in the design and development of Transformation Advisor, Mono2Micro, and Watson Orchestrate.

Front End Developer/UX Engineer, 2016 – 2020

Onboarded to serve as part of a full-stack team in a highly collaborative environment. Responsible for a variety of duties, including building performant, scalable UI solutions using JavaScript, HTML, and CSS as well as component-driven user interfaces. Performed testing and converted design prototypes to code implementation. Created coded prototypes for user testing and added interaction design into static wireframes.

- Hired as part of the Early Professional Hire Network; traveled to Austin, TX, for a 3-month Design Training Bootcamp.

- Served as Founder and Co-Leader of FED@IBM RTP Branch in 2018; simultaneously received the Manager's Choice Award for showing personal interest as well as the RockIT Distinguished Mentor Award.

- Engaged in an RTP Design Thinking Discussion Series Presentation.

- Created and facilitated a workshop on Design Thinking to varied groups, including Guilford County Students, The Iron Yard Raleigh UI Class, UNC Chapel Hill Students, NASCAR representatives, Marketing Interns, MetLife TA/IC Customers, and other key stakeholders, including professionals from the City of Durham.

- Contributed to the design and development of Cloud Product Insights, IBM Cloud Private, and Transformation Advisor.

Vishay Precision Group (VPG), Wendell, North Carolina

An electronics manufacturer delivering deep engineering expertise in the design and creation of high-value sensors, weighing solutions, and precision measurement systems.

Web Developer, 2016

Tasked with building a complex, modular filtering system by utilizing custom filters for use and to align with multiple product groups. Created a product results page to showcase the filtering effects in a grid or list view as well as a dynamic product details page and related products carousel with angular slick.

- Partnered with the PHP Developer in the integration of Angular JS templates into a Drupal site.

- Architected a user interface to match wireframes for all desktop and mobile page view using SCSS.

ADDITIONAL PROFESSIONAL EXPERIENCE

Measurement, Inc., Durham, North Carolina
Test Creation Specialist, 2016

Queenfin LLC, Chapel Hill, North Carolina
Web Developer (Contract Position), 2016

Varied United Methodist Churches, Varied Cities, North Carolina
Founding Pastor, Senior Pastor & Youth Pastor, 2007 – 2015

PROFESSIONAL DEVELOPMENT & KEY PROJECTS

Front End Engineering Coding Bootcamp, 2015
The Iron Yard, Durham, North Carolina
Participated in a Final Project as Brew Keeper/Front End Developer. Utilized a variety of technologies and platforms to create and deploy an application while leading a four-person team using Agile Development method. Successfully moved the project from concept to completion in under three weeks.

TRAINING & PRESENTATIONS

Guest Lecturer & Facilitator—Master of Engineering Management, 2018 – Present
Duke University, Durham, North Carolina

EDUCATION

Master of Divinity, 2007
Duke University—Divinity School, Durham, North Carolina

Bachelor of Arts in Film Studies, 2003
University of North Carolina at Wilmington, Wilmington, North Carolina
Minor in Religion & Creative Writing

TECHNICAL PROFICIENCIES

HTML5/CSS3/Saas, JavaScript/jQuery/AngularJS/VueJS/Boostrap/Agile/Scrum/Git/Github/Jira/Aha/Trello