emily shaw

Designer | Graphic & Visual • Product • UI/UX

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emilyshaw.dev

skills

Design
- Accessibility & Inclusive Design
- Branding, Identity & Style Guides
- Marketing & Campaign Assets

UI/UX & Product
- Prototyping & Wireframing
- Responsive Web & App Interfaces
- Design Systems
- User Research & Usability Testing

Tools
- Figma
- Adobe Creative Suite (Ai, Ps, Ae, Xd)
- Front-end Development (HTML, CSS, JavaScript)
- React, Node.js

education

University of California, Berkeley
B.S. Electrical Engineering & Computer Science

The Berkeley Certificate in Design Innovation
Regents' and Chancellor's Scholar

experience

MissionWired   Aug 2024 - Present
Graphic & UI/UX Designer (Contract)
- Collaborate with designers, cross-functional teams, and clients on strategic web, email, SMS, and social media initiatives
- Develop multi-channel campaigns for nonprofits and advocacy groups including Americares, Greenpeace, & Innocence Project
- Build and grow emerging digital product and website design services as a UI/UX Designer at sister company, ZuriGroup
- Apply user research and testing feedback to iterate rapidly, contributing to the 2024 Giving Tuesday campaign that helped raise over $10.5M and increase average gift size by 10%

Freelance Designer   May 2022 - Present
- Partner with clients including a women's health clinic, podcast production, and fundraising events to deliver meaningful, user-centered design solutions
- Design web & mobile interfaces, branding guidelines, digital & print marketing assets, and pitch decks, informed by user research, accessibility standards, and platform best practices

Innovative Design   Sept 2019 - May 2022
Graphic Designer → Web Design & Development Lead
- Produced digital & print design assets for clients in the Bay Area community in a creative agency (Design, Photo, Web) setting
- Led redesigns and development of client websites, including the Berkeley Student Food Collective which focused on improving information architecture and user journeys
- Conducted user research and testing (surveys, interviews, A/B testing) to inform design decisions and align with client goals
- Organized and facilitated community workshops and design-a-thons with clients including 1951 Coffee Company, Sleepy Cat Books, & BART

YHWH Apparel   Aug 2019 - Jan 2022
Graphic Designer → UI/UX Designer & Web Developer
- Created apparel graphics and seasonal campaigns across social media, newsletters (Mailchimp), website, and print
- Prototyped website overhaul in Figma and documented a web style guide and component-based design system to support consistency and scalability after the rebrand