EMILY SHAW

Designer | UI/UX • Product • Graphic & Visual

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emilyshaw.dev

SKILLS

Techniques
- Prototyping & Wireframing
- Web & App Interfaces
- Front-end Development
- User Research / Usability Testing
- Accessibility & Inclusion
- Responsive Layouts
- Component-based Design Systems
- Graphic / Visual Communication
- Brand Strategy

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

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 internal design team on strategic web, email, SMS, and social media initiatives
- Develop digital campaigns for nonprofit and advocacy clients including Greenpeace, Americares, Innocence Project, Meals on Wheels, and Democratic political campaigns
- Incorporated user research insights to inform design decisions for the 2024 Giving Tuesday campaign, helping raise over $10.5M and increase average gift size by 10%
- Build and grow emerging digital product and website design services as a UI/UX Designer at sister company, ZuriGroup

Freelance Designer — May 2022 - Present
- Partner with clients in mission-driven industries—including a women's health clinic, podcast production, and fundraising events—to deliver thoughtful, user-centered design solutions
- Design websites, mobile interfaces, branding guidelines, digital & print marketing assets, and pitch decks, adhering to design systems and accessibility standards

University of California, Berkeley — Jan 2021 - May 2022
Adobe Photoshop & Illustrator Instructor
- Facilitated tutorials to build Adobe tool skills and explore practical applications of contemporary design trends
- Fostered a culture of constructive feedback to strengthen students' ability to reflect, refine, and justify design decisions

Innovative Design — Sept 2019 - May 2022
Graphic Designer → Web Design & Development Lead
- Led redesign & development of the Berkeley Student Food Collective's website, focused on improving information architecture and user flow
- Conducted research & testing via surveys, interviews, and A/B testing to align with user needs and client objectives
- Hosted interactive and skill-refining community design workshops, including Figma tutorials and React basics
- Organized design-a-thons featuring clients like 1951 Coffee Company, Sleepy Cat Books, and BART