

# SHAUN GROOMES

## USER EXPERIENCE DESIGNER

### WHO?

UX Designer based in Greenville, SC focusing on enlivening the user experience of web and mobile content platforms, applications, and conversion funnels.

### EDUCATION

**Defense Language Institute** (2002-2003)  
Korean Language, Immersion

**Greenville Technical College** (2008-2010)  
General studies, University Transfer

**University of South Carolina Upstate**  
(2012-2013)  
Economics & Finance

**Career Foundry: UX Design** (2018-2019)  
User Experience Design with a specialization in User Interaction.

### SKILLS

Photoshop	Client Management
Illustrator	Wireframing
Sketch	Product Management
Prott App	Landing Page Design
HTML / CSS	Sales
Copywriting	Media Buying

### EXPERIENCE

#### US Army (2002-2007)

Korean Linguist  
Airborne Infantry

I joined the Army directly after graduating high school. After basic training, I attended The Defense Language school and was assigned Korean. I later reclassified to infantry, attended Airborne School and volunteered for The 75th Ranger Regiment. I deployed to Afghanistan from 2005 to 2006 and partook in Operation RedWings II and provided Presidential security in Pakistan in February 2006 along with the Secret Service.

#### Hoplite Media (2008 - Current)

Owner  
Media Buying  
Lead generation

I founded Hoplite Media as an affiliate media buying company. The mission of Hoplite Media is to provide the best quality leads and sales to products and services around the world.

#### Stealth Media (2012 - 2015)

Affiliate Manager  
Network Manager  
Product Specialist  
Media Buyer

I was asked to assist with the operations of Stealth Media for a business opportunity. My primary role was to manage other affiliate media buyers, recruit new media buyers, and maintain and grow company profit margins by negotiating deals on Stealth Media's behalf.

#### SEO Company (2015 - 2017)

Vice President  
Brand & Reputation Management

I was offered the position of Vice President at a Brand and Reputation Management SEO agency in late 2015 due to my performance at other companies and industry connections. My role was to bring in clients and manage those relationships based on reputation management. I brought the company to +\$1mm revenue my first year there.

#### ShipChain (2018 - current)

Product Liason  
UX / UI Designer

I was offered an opportunity in the summer of 2018 to get back into client management in addition to designing certain software offerings.