

# SHANNON HOLLOWAY

Designer and researcher with 5+ years of experience solving complex problems with human-centered design methods.

I enjoy each phase of the process: discovering unmet user needs, synthesizing research findings into actionable insights, and designing innovative and feasible design solutions fit for human use.

## EDUCATION

### NYU Tandon

#### School of Engineering

MS Integrated Digital Media  
Brooklyn, NY | 2017 | GPA 3.8

### University of California, Berkeley

BA Practice of Art  
Berkeley, CA | 2009 | GPA 3.71

## TOOLS

Omnigraffle, Balsamiq, Axure, Invision, Web + Mobile Analytics, Xcode, Git, JIRA, Trello, Adobe Creative Suite, MS Office Suite, Google Apps

HTML, CSS, JavaScript, Processing, Markdown, Python, R

## CONTACT

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## GRADUATE ASSISTANT / RESEARCHER

### NYU Tandon School of Engineering

Brooklyn, NY | 2016

- Develop research plan to investigate the effectiveness of innovation spaces in STEM learning
- Interview faculty and administrative stakeholders of new MakerSpace and conduct observations in the field
- Ensure data collection and management fit IRB best practices
- Support graduate-level course on design thinking in the Department of Technology Management and Innovation

## SERVICE DESIGNER + RESEARCHER

### NYC Mayor's Office of Operations

Brooklyn, NY | 2016

- Developed operational framework and templates for pilot Service Design Lab to scale service design across City agencies and optimize procurement process for design work
- Conducted field research for new broadband Internet service
- Synthesized research findings into customer insights, enhancement ideas, and digital strategy
- Designed service blueprints mapping the customer journey, touchpoints and potential fail points, front and backstage processes, and responsible parties

## GRADUATE ASSISTANT / FRONT-END DEVELOPER

### NYU Tandon School of Engineering

Brooklyn, NY | 2015–2016

- Worked closely with MAGNET stakeholders to design and implement public-facing websites
- Created knowledge base and documentation for maintenance

## UX LEAD

### Pearson

New York, NY | 2014–2015

- Oversaw each stage of the product design cycle for the Pearson System of Courses K1 and 2–12 apps for iOS and Win8 tablets
- Managed a team of 7 designers split across 10 scrum teams
- Transitioned design process from external design agency to new in-house design team, optimized agile development process, and incorporated UX in sprint cycle
- Led stakeholder and subject matter expert interviews
- Conducted usability tests and ensured compliance with accessibility standards