

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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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

UX DESIGNER

Bluefly

New York, NY | 2014

- Led stakeholder workshops to define requirements and overall UX strategy for platform migration of e-commerce website
- Researched customer behavior using analytics and heat maps and identified opportunities to increase conversion rates
- Conducted a heuristic evaluation and restructured information architecture for site navigation featuring over 35,000 products