

# SHANNON HOLLOWAY

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## SUMMARY

Designer and researcher with 8 years of experience in industry, academia, and government. Lead cross-functional teams to develop strategies, design human-centered solutions, improve operational processes, and promote knowledge sharing.

## EXPERIENCE

### Research Lead | NYU Ability Project

May 2017 - Present Brooklyn, NY

- Lead interdisciplinary team in conducting user research, rapid prototyping and testing with individuals with disabilities to inform universal design in home entertainment
- Partner with Charter Spectrum and NYC Media Lab, relay project progress and ensure client needs are being met
- Deliver a white paper on access in home entertainment

### Graduate Researcher | NYU Tandon School of Engineering

Sep. 2016 - May 2017 Brooklyn, NY

- Conducted field research on an innovation space for Dr. Fayard in the Department of Technology Management and Innovation
- Partnered with MakerSpace management to design, test and iterate on spatial and organizational design solutions

### Service Designer + Researcher | NYC Mayor's Office of Operations

May - Aug. 2016 Brooklyn, NY

- Developed operational framework and templates for pilot Service Design Lab to scale service design across City agencies
- Conducted field research for a new broadband Internet service in NYCHA housing, translated insights into design enhancements

### UX Lead | Pearson

Dec. 2014 - Apr. 2015 New York, NY

- 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

### UX Designer | Bluefly

Jun. 2014 - Oct. 2014 New York, NY

- Lead stakeholder workshops to define requirements, UX strategy, and information architecture for platform migration of e-commerce website featuring over 35,000 products

## EDUCATION

### NYU Tandon

#### School of Engineering

MS Integrated Digital Media  
Brooklyn, NY GPA 3.86  
May 2017

Thesis on Human-Centered Design  
of Mixed Reality Environments

Coursework in Human Factors,  
Ergonomics, Research Methods

### University of California at Berkeley

BA Practice of Art  
Berkeley, CA GPA 3.71  
May 2009

## TOOLS

Omnigraffle, Balsamiq, Axure,  
Invision, Adobe Creative Suite,  
Layar, Web + Mobile Analytics,  
Xcode, Git, HTML, CSS, JavaScript,  
Markdown, JIRA, Rally, Trello,  
MS Office Suite, Google Apps

## PROJECTS

### James Dyson Foundation

JDF Design Leader and teacher of  
rapid prototyping techniques

### Design for America NYU

Studio Lead and facilitator of  
design critique sessions

### SS Columbia Project

Researcher Lead for STEM learning  
experiences on historic steamboat