

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

Graduate Researcher | NYU Tandon School of Engineering

Sep. 2016 - Present Brooklyn, NY

- Develop research plan to evaluate the sociotechnical systems in a new university innovation space
- Interview faculty, administrative, and student stakeholders and conduct observations of interactions in the space
- Work closely 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 interviews and observations in the field for a new broadband Internet service in NYCHA public housing
- Designed service blueprints mapping the customer journey and service processes, guided digital strategy and enhancement ideas

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

UX Designer + Strategist | CredSpark

Jun. 2013 - Jun. 2014 Brooklyn, NY

- Partnered with stakeholders on design and strategy for product ramp up from MVP to 1.0

EDUCATION

NYU Tandon

School of Engineering

MS Integrated Digital Media

Brooklyn, NY GPA 3.8

May 2017 Expected

University of California at Berkeley

BA Practice of Art

Berkeley, CA GPA 3.71

May 2009

TOOLS

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

PROJECTS

Design for America NYU

Studio Lead and facilitator of design critique sessions

James Dyson Foundation

JDF Design Leader and teacher of rapid prototyping techniques

SS Columbia Project

Project Lead and researcher for STEM learning experiences