

# Merrill O'Shaughnessy —

UX & Brand Identity Designer

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## EDUCATION

### Duke University

B.A. in Human-centered Design & Informatics  
(December 2022)  
Major GPA: 3.8  
Dean's List with Distinction (2019, 2021),  
DTech Scholar

## SKILLS

### Disciplines

Brand Identity Design  
Full-Stack Web Development  
Interactive Prototyping  
Web & Mobile Design  
Illustration  
Data Visualization

### Methods

Structured Interviews  
Survey Design  
Persona Development  
Journey Mapping  
Storyboarding  
Wireframing  
Rapid Prototyping  
Usability Testing

### Tools

Pen & Paper  
Figma & Sketch  
Blender & Maya  
Photoshop  
Illustrator  
After Effects  
Premiere Pro  
HTML & CSS  
Tableau  
Javascript  
Java  
Python  
Git

## EXPERIENCE

### Creative Director & UX Designer

#### PITCH Storylab | August 2021 - Present

Worked with clients to iteratively build and implement marketing solutions involving everything from designing logos and brand imagery to developing websites to storyboarding and producing animated videos.

### UX Design Intern — Employee Digital Experience Team

#### Mastercard | May 2021 - August 2021

Researched, wireframed, and prototyped wide-reaching employee-facing web applications with guidance from experienced UX designers. Collaborated with a team of interns to conceptualize an award-winning product line. Received overwhelmingly positive feedback on my performance and work.

### Teaching Assistant — Full-stack Web Development Course

#### Code Platoon | May 2020 - August 2020

Provided training in full-stack web development to a class of 20 military veterans. Collaborated with a team of faculty and proactively expanded my role into marketing and graphic design. Consistently received positive feedback from students and instructors.

### Writing Consultant — Engineering, Design & Communication

#### Duke University | August 2019 - February 2021

Guided small design teams during weekly meetings to develop their written communication and presentation skills. Presented my research on assessing undergraduate engineers' communication skills at the National IWCA Conference in 2019.

## SELECTED PROJECTS

### Brand Identity, Product, UX, & Motion Design

#### COSMOS Loyalty Program | July 2021 - August 2021

A luxury product-family that establishes Mastercard's presence in the growing space tourism industry while providing customers a uniquely aspirational offering. Lead the ideation process and generated the brand identity as well as all personas, wireframes, animations, and other visual design elements. Winner of Mastercard's Global Intern Design Challenge in 2021.

### Project Management, Web Development, & Brand Identity Design

#### PLANter Web App | August 2020 - October 2020

An interactive program for growing produce at home. Managed a 10 person team through the design and development process and produced wireframes, a brand identity system, and interactive demos. Developed the frontend of the site using Javascript and the React framework.

OTHER INTERESTS — Reading True Crime + Hiking + Cycling + Volunteering as a Tour Guide + Organizing life into lists