

# 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: 3.7

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