

MERRILL O'SHAUGHNESSY

UX, PRODUCT, & BRAND IDENTITY DESIGNER

CONTACT

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EDUCATION

Duke University

B.A. in Human-centered Design & Informatics (Dec. 2022)
GPA: 3.7
Honors: Dean's List with Distinction (2019, 2021, 2022), DTech Scholar

SKILLS

Disciplines

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

Methods

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

Tools

Figma & Sketch
Invision & Framer
Blender & Maya
Photoshop & Illustrator
After Effects
Premiere Pro
HTML, CSS, & JavaScript
Java & Python
WordPress
Tableau

WORK EXPERIENCE

Creative Director & UX Designer Pitch Story Lab | August 2021 - December 2022

Worked directly with clients to iteratively build and implement marketing solutions involving everything from designing logos and brand imagery to developing custom WordPress sites and online educational products to storyboarding and producing animated videos. Lead a small team of designers to produce professional work that consistently impressed clients, convincing more than 90% of our first-time clients to return for additional creative projects.

UX Design Intern Wing | June 2022 - August 2022

Identified and resolved a major pain point for users of Wing's customer-facing drone delivery app by partnering with another designer to optimize the in-app navigation. Created interactive prototypes and conducted formal usability testing with 20+ users, demonstrating a 17% average decrease in time spent searching for items. Met with team leaders across functions to determine feasibility before presenting a ready-to-ship navigation system and handing it off for development.

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 a new product family for which I generated the brand identity and all personas, wireframes, animations, and other visual design elements, winning Mastercard's Global Intern Design Challenge in 2021. 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 both 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. Invited to present my research on assessing undergraduate engineers' communication skills at the National IWCA Conference in 2019.

REFERENCES

Justeen Lee Wing | UX Design Lead

jsteen@wing.com
929 - 262 - 0228

Kyle Fox Pitch Story Lab | Managing Director

kyle.fox@duke.edu
919 - 684 - 8111

OTHER INTERESTS

Reading True Crime, Hiking, Cycling, Spear hunting for lionfish, & Organizing life into lists