Merrill O'Shaughnessy —
UX & Brand Identity Designer

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847-626-4789

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 UI Design
Illustration
Data Visualization

Methods

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

Tools

Pen & Paper
Figma & Sketch
Invision
Blender & Maya
Photoshop
Illustrator
After Effects
HTML & CSS
Tableau
JavaScript
Framer
Java

EXPERIENCE

Creative Director & UX Designer
Pitch Story Lab | 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
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. 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. Presented my research on assessing undergraduate engineers' communication skills at the National IWCA Conference in 2019.

REFERENCES

Justeen Lee
Wing | UX Design Lead
Email: justeen@wing.com
Phone: 929-262-0228

Kyle Fox
Pitch Story Lab | Managing Director
Email: kyle.fox@duke.edu
Phone: 919-684-8111

OTHER INTERESTS — **Reading true crime** + **Hiking** + **Cycling** + **Volunteering as a tour guide** + **Organizing life into lists**