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: 4.0
Dean's List with Distinction (2019, 2020),
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
React
HTML & CSS
Javascript
Java
Python
Git

EXPERIENCE

Creative Director & UX Designer
PITCH Storylab | August 2021 - Present

Worked with clients to iteratively develop 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 - Aug 2021

Researched, wireframed, and prototyped two 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 - Aug 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, Packaging, & Web 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.