

SANASHEPKO

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EXPERIENCE

Product Designer | Shutterstock

3/2022 - present

I came into Shutterstock 2 years ago with one responsibility; internal tools. Since then, I have taken on numerous responsibilities; user research, customer journey mapping, A/B testing, and currently am leading design for Shutterstock's portfolio brands, PremiumBeat and TurboSquid. I have consistently received outstanding performance reviews. I have exceeded my yearly goals, and directly contributed to the revenue growth of the company, estimating at around \$13M in bookings. In addition, in 2024 I have stepped in as co-chair of the Women's ERG, a notable position that develops my leadership skills and contributes in a positive way to the atmosphere of diversity and inclusion at Shutterstock.

UX/UI Designer | Therefore Interactive

8/2020 - 3/2022

This role enabled me to hone my skills in a challenging environment, adeptly juggling multiple client projects simultaneously. Being the sole designer for numerous clients I worked on projects from start to finish. I conducted stakeholder workshops and ran user tests such as card-sorting and tree-testing, which informed the fruition of my designs. This journey allowed me to orchestrate end-to-end design processes, ensuring that my designs translated seamlessly into real, impactful solutions. Notable clients include the government of Nunavut and Engineering Technology Canada.

UI/UX Designer | Whitecap Canada, Inc.

9/2019 - 8/2020

In this role, I cultivated a client-centric approach, engaging in face-to-face meetings to deeply understand and meet stakeholder's expectations. My role extended from crafting personable interactions to translating these insights into actionable designs. From wireframing to prototyping, I navigated the design process, ensuring alignment with client needs and desires. Collaborating closely with developers, I orchestrated the seamless transition of my designs into tangible, user-centered websites.

Intern | The Globe and Mail

5/2019 - 8/2019

During my internship at The Globe and Mail, Canada's leading newspaper, I played a pivotal role in crafting wireframes and prototypes crucial for an internal dashboard. This dynamic tool aimed to distill data and metrics, empowering the team to gain profound insights into reader behavior. My responsibilities involved translating concepts into tangible wireframes and prototypes, envisioning an intuitive and user-friendly dashboard interface. Contributing to this project allowed me to leverage design principles to empower the team with actionable insights, facilitating a deeper understanding of their audience and enhancing their strategies.

Graduate Research Assistant | OCAD University

9/2017 - 8/2019

My role entailed collaborating with esteemed PhD candidates and postdoctoral researchers on transformative data visualization initiatives. I actively contributed to crafting insightful dashboards and delved deep into researching best practices for data visualization. A significant highlight was the selection of a research poster, which I co-authored, for the prestigious IEEE Viz conference—an honor that led to being funded to attend the conference in Berlin, Germany. Presenting our research at this esteemed platform not only validated our work but also provided an invaluable opportunity to engage with global experts and showcase our contributions in the realm of data visualization.

EDUCATION

Bachelor of Fine Arts in Graphic Design

State University of New York at New Paltz

9/2013 - 5/2017

Master of Design in Digital Futures

OCAD University

9/2017 - 6/2019