

Shelby Aranyi

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EDUCATION

BA of Graphic Design
North Carolina State University
Raleigh, NC

INVOLVEMENT

AIGA Member
NCSU Alumni
UXPA

SKILLS

Content Strategy
Sketching
Wireframing
Rapid Prototyping
Group Facilitation
Interviews/Usability Testing
User Flows/Journey Maps
UI Design
HTML/CSS
Typography
Graphic Design

REFERENCES

Available upon request.

EXPERIENCE

User Experience Lead at IBM Summer 2014 - Present | Austin, TX

UX Team lead on StoredIQ for Legal, an Information Governance product in the Enterprise Content Management (ECM) portfolio. Previously worked on projects with Bluemix and Watson.

User Experience Co-Op at IBM Spring 2014 | Durham, NC

Member of the User Experience team (ICS Creative) in RTP office.

Intern at George P. Johnson Summer 2013 | New York City, NY

Delivered various creative assets for events. Heavy focus on typography, brand, and development of reusable even materials.

Hillsborough Street Community Service Corporation Fall 2013 | Raleigh, NC

Worked as independent designer to design materials for events, digital media assets, and signage.

Freelance Work 2012 - Present

Designed varying items for independent clients. Includes logos, books, brand strategy, UX consultation, etc.

PUBLICATIONS

The Student Publication Volume 36: Form + Fiction Spring 2013

Design team member on student-lead publication aiming to engage discussion in the College of Design regarding the role of design and designers in shaping, framing, and reflecting reality.

Vertices: Duke Undergraduate Research Journal Spring 2013

Designer of two articles in Vertices, Duke University's premier undergraduate research journal highlighting original student research in the sciences.

LEADERSHIP/ENGAGEMENT

Speaker, IBM Insight Fall 2015 | Las Vegas, NV

Lead design sessions to engage customers in ECM's current product offerings.

Design Thinking Facilitator 2014 - present

Continuously evangelize design thinking as a tool and practice to the design community as a whole: at local and international levels.

Special Guest - Event Marketing Summit Spring 2013 | Chicago, IL

Attended Event Marketing Summit as special guest in one of the conference keynotes. (Sponsors: Brand X Challenge)

HONORS/AWARDS

1st Place: Brand X Challenge Spring 2013

First place in competition sponsored by George P. Johnson and Under Armour. Designed a mock campaign for UA's sponsorship of Team USA for the 2014 Sochi Winter Olympics.