SHALYN OSWALD

UX Designer/ Writer

shalyn.oswald@gmail.com

Portfolio
www.shalynoswald.com

Jersey City, New Jersey

As a person who strives to continue growing and learning, I find inspiration in many strange and wonderful areas of life, as well as in the areas that some would consider ordinary. User experience designing allows me to give purpose to my creative side, while satisfying my tendency to be analytical and detail-focused.

Education and Training

User Experience Design Immersive,
General Assembly NYC Summer 2015

Copywriting Graduate Course
University of Toronto, ON 2009

Honors Bachelor of Arts, Specialist in English
University of Toronto, ON

Runnymede Collegiate Institute
Graduated with Honors, Award in Music

Soft Skills

- Empathy
- Communication
- Self-Awareness
- Problem Solving
- Ideating
- Perceptiveness
- Critical Thinking
- Persistence

Professional Experience

User Experience and Redesign Consultant, Charity Miles, July - August 2015

- Was tasked with helping to find out why the app had such a large 'bounce' and 'exit' rate at certain stages, and to come up with solutions to fix those issues, as well as encourage more daily use of the app.
- Sifted through and organized almost 1800 survey results to find the best interview candidates and the features that most people wanted.
- Created an extensive 'fix' list for the app, as well as redesigned the current app to encourage daily use through social accountability and teamwork.

Sales Associate and Corset Model, Absynthetika Corsetry, from 2008 - present

- Modeled and pitched hand-made, high quality corsets while fitting and dressing customers who often had never worn corsets before. Top seller.
- Learned how to help customer feel comfortable and happy throughout the entire experience.

Insurance Claims Assessor, Desjardins Financial Security, Toronto, ON, 2008 to 2011

- Maintained company policy, codes, and rules, paying out thousands of dollars per day.
- Communicated with policy holders to determined claimed loss and the extent of insurance coverage.
- Verified the authenticity of insurance claims to protect the company from fraud or scams.
- Learned new business systems and held to a strict error and output percentage.

Hardware and Software

- Omnigraffle
- Google Analytics
- Google Forms
- Android
- Illustrator
- Photoshop
- Sketch
- inVision
- POP
- Axure
- Mac/iOS
- Keynote
- Trello
- Google Drive