



# SHALYN OSWALD

UX Designer/  
Writer

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Portfolio

<https://invis.io/MW4290OT4>

Jersey City, New Jersey

(201) 562-7752

Highly motivated individual with a reputation for organization and a thorough attention to detail. Articulate and friendly, comfortable interacting with a diverse variety of people. Versatile skill-set ideal for a position with high level of responsibility. Creative, with strong work ethic and ability to work independently as well as with teams of people.

## 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 determine 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