

SHANE WILLIAMS

UX DESIGNER AND PROJECT MANAGER

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Work Experience

OPTIMIZATION PROJECT MANAGER

LENOVO - OPTIMIZATION / PERSONALIZATION TEAM

March 2019 - September 2019

- Collaborated with stakeholders to determine optimization tests for various segments and site areas, including cart, checkout, and product pages
- Advised design team on accessibility best practices for creating reusable components within the design system
- Managed optimization tests through Agile development process
- Created, tested, and launched personalization campaigns in multiple countries
- Worked with international development and quality assurance teams to ensure all functional requirements are met for each test

USER EXPERIENCE PROJECT SPECIALIST

LENOVO - GLOBAL ECOMMERCE UX TEAM

April 2018 - March 2019

- Served as UX Project Manager for the creation and launch of Lenovo's loyalty program: Lenovo Rewards
- Created a prioritized checklist of accessibility guidelines for design, development, project management, and quality assurance teams based on WCAG 2.1 guidelines
- Co-created and facilitated workshop for global UX team members on digital accessibility guidelines and best practices
- Gained stakeholder buy-in for third-party accessibility testing tool
- Leveraged user research, competitive analysis, analytics, and best practices to determine project requirements
- Led redesign of team newsletter and migration to WordPress

UX/UI DESIGNER

HELLONEIGHBOR

October 2017 - March 2018

- Led UX design process for in-home senior care startup's responsive website
- Designed research-driven prototypes that focused on an intuitive experience while adhering to WCAG 2.0 AA guidelines
- Identified and analyzed key competitors in the in-home healthcare space

Education

BLOC DESIGN APPRENTICESHIP

18-month User Experience Design Program, 2018

DARTMOUTH COLLEGE

B.A., History 2003

Skills

Manual Accessibility Assessment

Knowledge of WCAG 2.1 Guidelines

Agile Methodology

Design Thinking

Competitive Analysis

User Stories and Flows

Sitemap Creation

Sketching

Wireframing

Prototyping

Tools

Figma

Sketch

Balsamiq

Quirktools

Draw.io

Jira

Adobe Analytics

Quantum Metric

HTML/CSS

Airtable

Wordpress

WebAxe

Development

Preparing for CPACC Exam (Completion August 2021)

Conducted UX Audit for Princeton Pro Musica Choir website

SpeedCon 2019 Panelist

UX Y'All 2019 Volunteer