

# Shannon Chu

shanchu.design  
shannchu@gmail.com

## EXPERIENCE

### Designer — XYZ | [wearexyz.com](http://wearexyz.com)

May 2017 - Present

- Execute design across the organization, including all visual and UX design.
- Built a comprehensive webapp for all company branding, production and sales resources.
- Redesigned the company website to reinforce its new brand.
- Launched creative marketing campaigns end-to-end, from strategy and concept generation to design and implementation.

### UX Design Intern — UC Berkeley

#### Student Information Systems (SIS) Enterprise Project | [sis.berkeley.edu](http://sis.berkeley.edu)

June 2015 - December 2016

- Replaced multiple legacy information systems for 35,000+ students and staff.
- Communicated user needs and product strategy to campus stakeholders using insights from user research and design-thinking workshops.
- Designed class enrollment user flows and advising UI.
- Identified opportunities to boost user adoption through feedback gathered from co-chairing a student advisory group.

### Design Editor, Sr. Layout Designer — The Daily Californian

January 2013 - December 2014

- Led team of 27 layout designers, graphic artists and illustrators. Coordinated schedules, edited and approved design content on a daily 5 p.m. print deadline.
- Streamlined production and increased visual content in the publication by implementing a new role on the team that simplified design workflow.

### Graphic Design Intern — Ready Artwork

Summer 2013

- Edited photos, created graphics, wireframes & styleguides for B2C e-commerce web projects.
- Crafted print and online branding and marketing materials, from research to final designs.

## ORGANIZATIONS

### Project Developer — Cal Blueprint | [calblueprint.org](http://calblueprint.org)

2015 - 2016

- Collaborated with a team of engineers to design, develop and launch a Ruby on Rails app that helps senior citizens form communities, coordinate events and communicate.
- Hosted panels and hackathons promoting tech for social good.

### Consultant — Berkeley Innovation | [berkeleyinnovation.org](http://berkeleyinnovation.org)

Spring 2015

Consulted on the design of a remote patient monitoring device for healthcare professionals.

### Graphic Designer — Innovative Design | [innovativedesign.club](http://innovativedesign.club)

Fall 2013

Provided free graphic design services for on-campus organizations and local businesses.

## EDUCATION

### UC Berkeley

BA Cognitive Science, May 2016

Human-centered design focus

## SKILLS

### Creative:

Product Vision  
User Experience  
Visual Design  
Branding  
Prototyping  
User Research & Testing

### Proficient in:

Sketch  
Adobe CC  
Omnigraffle  
HTML + CSS  
Ruby on Rails  
basic JavaScript & jQuery  
Python