SHANNON HOLLOWAY

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USER EXPERIENCE (UX) CONTRACTOR

UX research and design expert with extensive experience in incubating early-stage ideas into human-centered solutions. Skilled in developing new products from 0 to 1, facilitating leadership alignment and connecting the dots with cross-functional execution. Adept at translating user insights, business goals, and breakthrough technological capabilities into industry-leading experiences tailored to their market.

AREAS OF EXPERTISE

Product Vision & Roadmap | Co-Creation Workshops | Go-to-Market Strategy | Portfolio Research
Qualitative & Quantitative UX Research | Service Design | Information Architecture | Data Management

DOMAINS

AI/ML | SaaS | AR/VR | Productivity Tools | Enterprise Journeys | Sustainability | Accessibility
Finance | Entertainment | Audience Engagement | Education | Telecommunications | E-commerce | Public Sector

TECHNICAL SKILLS

Figma | Mural | Qualtrics | DScout | Google Analytics | Asana | JIRA
Adobe Creative Cloud | Google Workspace | MS Office | HTML | R | JavaScript

PROFESSIONAL EXPERIENCE

Holloway R&D Corp., Remote   **2013 - Present**
Contractor specializing in UX research and design for early-stage product development.
Founder and Principal
Partner with clients - startup founders, Fortune 500 leaders, and public sector innovators - in developing new products that satisfy their customers' unmet needs by leveraging human-centered design practices from concept to launch.

- **NYC Mayor's Office of Innovation**: Piloted service design methods in deployment of a new free broadband Internet service to 7k+ NYCHA residents, enabled scaling of the broadband service and an inter-agency Service Design Studio
- **Charter Communications**: Led a team of 8 designers, engineers, and clinicians to evaluate Spectrum products and co-create prototypes with people with disabilities, informing their near and long-term accessibility UX strategy
- **Pearson**: Led a team of 7 designers in support of 10 scrum teams developing new Pearson System of Courses K1 and 2-12 apps for iOS and Win8 tablets, enabling transition of UX resourcing from external agency to in-house team
- **Bluefly**: Aligned C-Suite stakeholders on UX strategy during Bluefly rebrand and platform migration, analyzed user behavioral data to identify target segments, redesigned checkout and taxonomy of 35k+ products improving usability
- **CredSpark**: Developed UX strategy for seed stage startup, worked closely with Founder and CTO to conduct research with potential customers and design wireframes to meet expert and learner needs, evolving MVP to launch 1.0

Google LLC, Mountain View, CA   **2018 - 2023**
Google is an American information technology company with 140k employees globally and a $1T+ valuation.
B2B & Sustainability Investment Lead UX Researcher, Area 120, Labs
Owned research in high-priority domains as a member of 40+ staff in Area 120, Google's in-house startup incubator.
Studio Incubation Lead UX Researcher, Workspace, Cloud
Established UXR practices for the incubation arm of a new Studio UX team scouting the future of work for Workspace.
Enterprise Accessibility Lead UX Researcher, G Suite, Cloud
Pioneered inclusive UX methods and developed programs for 80+ UXRs across 20+ teams in an org of 3k+ employees.

Steadfast Financial LP, New York, NY   **2011 - 2014**
Steadfast is an NYC-based hedge fund with an early-stage investment arm and has 20+ employees and $10B+ in assets.
Executive Assistant
Oversaw operations for a Partner and technology team, including guiding implementation of a new venture capital arm.

EDUCATION
Master of Science (MS), Integrated Digital Media
NYU Tandon School of Engineering, New York, NY
Thesis: Towards the Human-Centered Design of Mixed Reality Environments

Bachelor of Arts (BA), Practice of Art
University of California at Berkeley, Berkeley, CA

TRAINING & CERTIFICATIONS
Machine Learning for Product Teams, Google, Mountain View, CA
Designing Businesses, Design Dept., Remote
Lead with Emotional Intelligence, Goleman Institute, Remote
Community Producer - Field Production, BRIC Arts & Media, Brooklyn, NY

PUBLICATIONS
- 2019 ACM CHI, "Entertainment for All: Understanding Media Streaming Accessibility"
- 2017 ASEE, "Building an Entrepreneurial and Innovative Culture in a University Makerspace"

SPEAKING ENGAGEMENTS
- 2021 Google Design Systems Talks, Mountain View, CA
- 2019 CSUN Assistive Technology Conference, San Diego, CA
- 2017 Environmental Design Research Association (EDRA) Conference, Madison, WI

INTERESTS
Upcycling, road biking, international food, mindfulness practices