# Douglas "Shawn" Kelshaw

## Lead Information Architect and User Experience Designer

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## Professional Summary

- Lead Information Architect and User Experience Designer
- Full-stack Product / UX Designer experienced in leading complex, enterprise-level projects from concept to completion
- Passionate about recommending, designing, directing and producing useful, usable and engaging experiences while supporting long-term business strategies through short-term attention to detail, teamwork and project leadership

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| **Education** | **Savannah College of Art and Design**<br>B.F.A. — Illustration<br>11/1998<br>Savannah, Georgia |

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| **Skills** | Project Management, Adobe Illustrator, Adobe Photoshop, Adobe XD, Agile, Axure, Bootstrap, Boxes And Arrows, Branding, Business Analysis, CSS, Dreamweaver, HTML, Information Architecture, Interaction Design, InVision App, JQuery, Mobile Design, Native App Design, Prototyping, Responsive Design, Responsive Frameworks, Sketch, Storyboarding, Success Metrics, Task Flow Diagramming, Usability, User Experience, User Experience Design, User Journeys, User Personas, User Research , User Testing, Visual Design, Wire-framing |

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| **Professional Experience** | The Matthew Reardon Center for Autism (*Volunteer Engagement)*<br>**Brand Manager and User Experience Design Lead**<br>January 2018 – Present | Savannah, Georgia |

- Providing identity and re-branding observations across the entire print and digital spectrum
- Consultation on best-practice use and implementation of social media platforms for campaign fundraising and conference events
- Re-designing corporate Web sites

Dooney & Bourke
**Project Manager and User Experience Design Lead**
September 2017 – January 2018 | Savannah, Georgia

- Conducted design workshops with senior stakeholders and engineering leads
- Produced wireframes, prototypes, affinity diagrams and high-fidelity design comps that synthesized stakeholder expectations and informed engineers on design vision

- Managed small group of offshore, front-end engineers to accomplish design and interactive expectations
- Defined and documented presentation layer specifications that adhered to WCAG 2.0 AA standards

Employer: Visionet Systems, Inc.

Critical Mass (Consultant) serving AT&T (end client)
## Lead Information Architect and Interaction Designer
July 2017 – January 2018 | Savannah, Georgia

**Note: Initially began employment as a full-time employee and due to decrease in project demand, he fulfilled projects on an as needed basis that allowed him to begin an engagement with Dooney & Bourke simultaneously**

- Provided thought-leadership on AT&T's highly trafficked buy-flow and shopping cart user experiences
- Provided solution support for various information architecture challenges across multiple project efforts working within the Agile/Scrum application development methodology
- Produced annotated wireframes, high-fidelity static comps and interactive prototypes to inform stakeholders and engineers of design proposals

Employer: Robert Half Technology

## Employment Gap
Moved from Ohio to Georgia

April 2017 – July 2017

Anthem Blue Cross Blue Shield
## Senior User Experience Consultant
January 2017 – April 2017 | Beavercreek, Ohio

- Consulted internal application development teams on how to incorporate user experience design artifacts and observations into Agile/Scrum program
- Mentored two junior user experience designers on user-centered design techniques
- Oversaw the progress of B2C and B2B user experience work efforts offering key observations that impacted project visions
- Assisted business stakeholders and Business Analysts on the importance of defining project success metrics, the value of defining personas and happy path scenarios and writing informed use cases based on user interface design artifacts
- Produced complex, dynamic Axure prototype for internal Notification system based on third-party, responsive user interface platform (Availity/Bootstrap)

Employer: Randstand

Critical Mass (Consultant) serving AT&T (end client)

## Lead Information Architect and User Experience Designer

February 2016 – November 2016 | Beavercreek, Ohio

- Defined and designed user interface component standards for AT&T's next generation responsive Web solutions
- Promoted and evangelized usability best practices based on heuristic research and usability studies
- Led and collaborated with cross-functional teams (designers, project managers and developers) on project goals and deliverables
- Used industry standard software (Axure) to construct complex, dynamic, interactive prototypes used for formal usability research and testing
- Presented designs and research findings to large and small groups of executive and director-level leadership committees
- Carried multiple projects from concept to completion

Employer: DotCom Team, LLC

Nationwide Insurance

## Senior User Experience Designer

September 2015 – December 2015 | Beavercreek, Ohio

- Provided technical and strategic direction for Self Service Auto Claims project
- Help define Self Service Auto Claims scope and objectives based on user needs and understanding of applicable business systems and industry requirements
- Consulted on and led business process analysis and needs assessments, aligning solutions with business goals and initiatives
- Worked with content writers, designers, engineers, business representatives, and usability staff to define site functionality, organization and navigation solutions, and participated in research efforts to identify user goals and tasks
- Worked with usability staff to develop and document methodologies, standards and best practices
- Provided user interface and content visual design during Self Service Claims and Multi User Access project efforts

Employer: FastSwitch

Synchrony Financial

## Senior User Experience and Interaction Designer

February 2015 – August 2015 | Beavercreek, Ohio

- Led projects, set strategies, provided estimates and project plans, created and presented designs and collaborated with user researchers, visual designers and programmers
- Guided the user experience through research and design, while providing oversight during the user interface implementation phases
- Developed site maps, scenarios, user task flows, wireframes and prototypes of web, tablet and mobile user interfaces
- Drove the design review cycle, synthesized feedback, and closed on design requirements independently

- Engaged with business and IT owners in Agile/Scrum and Agile/Waterfall processes
- Collaborated effectively with offshore/remote team members and managers
- Taught two day workshop on Responsive Web Design to internal engineers
- Led the design and development of branded and WCAG 2.0 AA compliant HTML/CSS user interface pattern library

USAA
## User Interface Producer
August 2013 – January 2014 | San Antonio, Texas

- Managed multiple projects from concept to completion
- Successfully led the conversion of 32 legacy dotcom feature/functions to responsive (Bootstrap) mobile and native iOS and Android solutions
- Successfully led the production aggregated event calendar serving over 16,000 internal USAA employees
- Led user experience conversations and workshops during RAC; a three day, off-site program aimed at identifying project requirements
- Informed and acted as lead project advocate for USAA's member experience program by producing all required user experience design artifacts
- Advised Business Analysts to develop requirements that consider the interests and goals of the member as well as those of the association
- Collaborated and assisted in conducting formal usability testing within USAA's onsite usability testing center
- Ensured that the interfaces created or altered in response to new requirements were reviewed and/or approved by the following enterprise teams: Content, Usability, Standards/Design and Member Experience Review Board (MER)
- Leveraged Jesse James Garrett's Elements of User Experience principles to work through design challenges
- Applied Jesse James Garrett's P.A.C.E.S. model (Perception, Action, Cognition, Emotion and Sharing) to organize ethnographic research and usability findings into actionable user experience observations and design suggestions

Employer: Peyton Resource Group

Invesco US
## User Interface Designer and Front-end Developer
February 2013 – July 2013 | Houston, Texas

Insperity
## Usability and Design Analyst
July 2012 – January 2013 | Houston, Texas

## Employment Gap
Moved from Denver to Texas
Variety of Freelance Design Engagements (1099s)

November 2011 – June 2012

Great West Life Insurance
## Senior Functional Architect
July 2011 – October 2011 | Denver, Colorado
Employer: The North Highland

## Employment Gap
Freelance
Economy Crash

November 2008 – June 2011

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Links

Case Study: Dooney & Bourke
https://tinyurl.com/case-dooney

Case Study: USAA
https://tinyurl.com/case-usaa

Case Study: AT&T
https://tinyurl.com/case-att

Testimonials:
https://shawnkelshaw.myportfolio.com/ux-client-testimonials

Twitter:
https://twitter.com/shawnkelshaw

LinkedIN:
https://www.linkedin.com/in/shawnkelshaw/