

## Douglas “Shawn” Kelshaw | Lead User Experience Architect

Portfolio: [www.shawnkelshaw.com](http://www.shawnkelshaw.com) | [shawn@shawnkelshaw.com](mailto:shawn@shawnkelshaw.com) | (303) 269-1421

Twitter: [www.twitter.com/shawnkelshaw](https://www.twitter.com/shawnkelshaw) | LinkedIn: [www.linkedin.com/in/shawnkelshaw](https://www.linkedin.com/in/shawnkelshaw)

## RESUME

I am 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.

## WORK HISTORY

Freelance / Consultant

Various Clientele

Various Locations

2006 – Present

**Important Note:** Any gaps of employment are likely to include freelance engagements too many to list. The job assignments listed in this resume are representative of my large-scale engagements and consistent with the new opportunities I am currently seeking.

### Lead Information Architect and User Interface Designer

**Client:** Critical Mass / (AT&T)

**Sector:** Worldwide digital design agency

**Engagement:** Consultant (Full-time / Remote)

**Location:** Beavercreek, Ohio

**Duration:** Feb 2016 – Dec 2016

- Defined and designed WCAG 2.0 AA compliant user interface component standards for AT&T’s next-generation responsive B2B/B2C Web framework (serving ~390M end users)
- 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 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

## Lead User Experience Designer

**Client:** Nationwide Insurance

**Sector:** Auto insurance

**Engagement:** Short-term Contract

**Location:** Columbus, Ohio

**Duration:** Sep 2015 – Dec 2015

- Provided technical and strategic direction for Nationwide's next-generation Self Service Auto Claims online experience
- Provided user interface and content visual design, wire-frames and interactive prototypes to articulate, validate and instruct the overarching user experience
- Helped define project scope and user objectives based on user needs, applicable business systems and industry trends
- Consulted on and led business process analysis and needs assessments, aligning solutions with business goals and initiatives
- Worked with usability staff to develop and document methodologies, standards and best practices

## Lead User Experience and Interaction Designer

**Client:** Synchrony Financial

**Sector:** Financial services

**Engagement:** Full-time

**Location:** Kettering, Ohio

**Duration:** Feb 2015 – Aug 2015

- Taught three day workshop on Responsive Web Design to internal and off-shore engineers
- Designed and developed WCAG 2.0 AA compliant Pattern Library articulating Synchrony's internal UX/UI/IxD best practices
- Led projects, set strategies, provided estimates and project plans, created and presented designs and collaborated with user researchers, visual designers and programmers
- Advocated for best-in-class user experiences by providing thought leadership both internally and externally
- Guided the user experience for Synchrony's suite of software products through research and design, while providing oversight during the user interface implementation phases
- Developed site maps, scenarios, flows, wire-frames 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 application development processes

## **User Interface Producer / Designer / Developer**

**Client:** USAA

**Sector:** Auto insurance and financial services

**Engagement:** Short-term contract

**Location:** San Antonio, Texas

**Duration:** Sep 2013 – Jan 2014

- Successfully managed and led the translation of 27 dotcom feature sets (across USAA's Banking, Credit Card and Auto Insurance sectors) to responsive mobile experiences
- Successfully led the user experience solution for USAA's internal, enterprise-wide calendar and event management system serving over 16,000 online USAA users
- Ensured that the interfaces and user experiences for all assigned projects adhered to USAA's bar of user experience excellence by collaborating and seeking approval from the governing team leads (Content, Usability, Standards/Design and Member Experience Review Board (MER))
- Participated in the idea process of new business efforts with Business Partners and other strategic leads
- Advised Business Analysts to develop requirements that consider the interests and goals of the member as well as those of the association
- Customized templates that drive user interfaces for Web site applications
- Participated in formal usability testing leveraging USAA's onsite testing facilities

## **User Interface Designer / Developer**

**Client:** Invesco

**Sector:** Investment services

**Engagement:** Full-time

**Location:** Houston, Texas

**Duration:** Feb 2013 – July 2013

- Designed, programmed and updated corporate Web sites using an HTML/CSS editor such as Dreamweaver and content management systems
- Designed and programmed content for mobile applications (iPad) and responsive Web sites using the Twitter Bootstrap framework
- Optimized content for Web use and improved HTML/CSS/JavaScript/JSP efficiency
- Designed and developed creative content for Web and mobile
- Customized templates that drive user interface for Web site applications
- Wrote documentation on a technical and user level for Digital Marketing applications and processes
- Participated in Agile software development teams to deliver projects on time and on budget

## **Lead Usability Analyst**

**Client:** Insperity

**Sector:** Business systems

**Location:** Kingwood, Texas

**Duration:** July 2012 – Jan 2013

- Produced wire-frames, prototypes, layouts, interaction specifications, and user interface elements
- Developed user personas, use cases, scenarios, task flow models, storyboards, flowcharts, and design specifications
- Planned Web sites, Web applications, intranets, and mobile Web experiences
- Conducted usability research and analysis, presenting those findings to stake holders
- Conducted usability audits, heuristic audits, focus groups, and competitive analysis
- Developed and documented content strategies
- Guided market research, user research, and industry trends into forward-looking new products and features
- Helped define user experience strategies, UI requirements, and project scope

## **Sr. Functional Architect**

**Client:** North Highland

**Sector:** Worldwide consulting firm

**Engagement:** Consultant

**Location:** Denver, Colorado

**Duration:** July 2011 – Oct 2011

- Translated deep data functional specifications into Web user experience model for 12.2M Salesforce CRM application
- Produced interactive prototype model using Microsoft's SketchFlow for user testing and stakeholder feedback
- Provided wire-frames for Business Requirements Document (BRD) which ultimately went to the board of directors seeking project continuation and budget approval

## **North American Web and Digital Media Manager**

**Client:** Eaton (formerly Moeller Electric)

**Sector:** Industrial-strength motor controls

**Engagement:** Full-time

**Location:** Houston, Texas

**Duration:** Oct 2006 – Oct 2008

- Created and implemented production strategy for Moeller's secure Web portal, MarketMaker; serving 800+ network of distributor partner groups seeking product price and availability
- Integrated existing corporate visual design into the MarketMaker framework using Adobe suite of application software including Photoshop, Illustrator and Dreamweaver
- Trained and supported North American distributor channel and partners on use of MarketMaker Web portal
- Designed and developed marketing communications content including banner advertisements and product white paper reports
- Designed, distributed and tracked HTML E-Mail campaigns targeting Moeller's distributor channel, direct customers, and internal communication campaigns

## **Sr. Communications Specialist**

**Client:** Halliburton Digital and Consulting Solutions (formerly Landmark Graphics)

**Sector:** Upstream oil and gas

**Engagement:** Full-time

**Location:** Houston, Texas

**Duration:** Feb 2004 – Nov 2005

- Conceptualized and produced custom compact disc browser interface and administration tool for Landmark/GeoGraphix software saving the company thousands in third-party licensing fees
- Reviewed and proposed third-party E-Mail marketing provider for global E-Marketing and communication efforts for both corporate-wide internal and external campaigns
- Designed and developed a suite of XHTML templates for use with E-Mail marketing tool
- Collaborated with software architects on application graphical user interface design
- Led and participated in various interactive design and development projects for trade shows, executive presentations and product marketing collateral
- Maintained content and visual design of online newsletter, InsideStory

## Graphic Designer

**Client:** Macro Enterprises

**Sector:** Software consultants

**Engagement:** Full-time

**Location:** Houston, Texas

**Duration:** 1999 – 2000

- Provided graphical assets for a variety of software and Web project deliverables
- Participated in rebranding effort offering logo and style design suggestions
- Learned and provided fundamental, front-end code for simple Web experiences using Macromedia Dreamweaver

## EDUCATION

1999 – B.F.A. Savannah College of Art and Design  
Illustration and Computer-aided Design

## DESIGNER'S TOOLBOX

### **Project Management:**

Jesse James Garrett's Elements of User Experience approach model  
P.A.C.E. Model approach (Perception, Action, Cognition, Emotion)

### **User Flows and Information Architecture:**

Jesse James Garrett's Visual Vocabulary, Axure

### **Prototyping and Interaction Design:**

Axure, Sketch, Balsamiq, SketchFlow, InDesign, Marvel, InVision App, Adobe Experience Design

### **Motion Design:**

After Effects, HTML/CSS/JQuery, Adobe Edge Animate

### **Visual Design:**

Photoshop, Illustrator, Sketch

### **Front-end Development:**

HTML, CSS, JQuery

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## TESTIMONIALS

“Thanks for your time with Anthem Shawn. Best of luck. I truly do think you’re the best UX designers I have ever seen in action and while difficult to see you go, I’m willing to give you an outstanding recommendation if needed.

- Dan S. | Director, Technology | Anthem Blue Cross Blue Shield

“Let me know if you need anything. I have seen and heard great feedback on your work, and to be honest you’re probably the best new hire I have hired that got acclimated to the crazy and dove right in. You’re a true asset to the team. I’m very impressed, and I report that up. ;-).

- Dan S. | Director, Technology | Anthem Blue Cross Blue Shield

“Shawn had been a great mentor and his expertise in Axure helped me to achieve accomplishment of project modules to a great extent.

- Arpita J. | UX Designer | Anthem Blue Cross Blue Shield

“Arif has taken your design recommendations and leveraged it to create an amazing solution for our business owners and they are all overjoyed. We understand that it’s a draft and that you’ll be doing testing, but it’s been a great springboard for us and wanted to let you know how much we appreciate your 'saving the day'.

- Melinda B. | Product Owner | AT&T

“Shawn’s comprehensive list of talents in User Experience Design gives him a broad base of skills, making him highly competent in a variety of settings. His desire to provide the best experience for the user drives him to serve as an advocate for the user, coming up with elegant solutions in terms of usability as well as design. I can always count on Shawn for his extensive skill set, the caliber of his work, and his ability to arrive at effective solutions. An immense pleasure to work with!

- Maria B. | M.S. and Certified Usability Analyst | USAA

“ Shawn was tasked with designing the UI for an enterprise-wide calendar and event management system targeted to serve 16,000+ users. Shawn was quickly able to understand the involved applications; Salesforce.com and an externally hosted 3P application. Shawn expertly bridged the gap between our business end-users and the development team, truly serving as a leader in defining the new system's functionality.

I was immediately impressed with Shawn's ability to adapt to the massive USAA organization, the complex design standards, and our convoluted communication / approval structure. This project was an enormous undertaking with an extremely aggressive delivery schedule. Shawn remained undaunted and worked a ton of hours to meet each of his delivery dates with success.

Shawn, is extremely skilled at design, but also excelled in sheer tenacity, cutting through the red-tape of USAA's large organization. He is a professional communicator, quickly understands technology concepts, identifies road blocks, and is confidently able to bring a diverse team into conceptual agreement.

I would rate Shawn a 10+ for his professionalism, dedication, intuition, and knowledge. An organization will be fortunate to have Shawn on board.

- *Melinda B. | Project Manager | USAA*

“ This is all great stuff! This is a component that we have not ever had before in my 20 years of being with Synchrony, so I am excited about having you and the work you are doing and how things are coming together in a working rhythm in the team. Thank you for all you are doing.

- *Jeff G. | Product Owner | Synchrony Financial*

“ Just a note to say the PDF with pics of the board you took with one of the entire board, then pics of the individual diagrams/sections interspersed with the code was very effective for remote users I think. I'd consider this a best practice for remote users. #AwesomeSauce #YouDaMan

- *Steve S. | Scrum Master | Synchrony Financial*

“ Shawn is extremely knowledgeable in web design and site building. He has assisted Silvergear many times over the past few years in web projects. Shawn has assisted us in Web Design, CSS, HTML 5, Flash, UI, PHP, MySQL, and Joomla.

Shawn is a pleasure to work with. Very professional, creative, timely, detail oriented and great communication!

- *Michelle S. | Project Manager | Silvergear*



“ Shawn's feedback about his in-store visit and online user experience analysis of the TalktoWendys.com Web portal led to a deep review and subsequent updates to our online experience. We took some of his bullet points and put them into practice to ensure a better online experience for all of our customers. His efforts were a major contribution to up-holding our commitment to providing quality and service and we appreciate the Web and User Experience analysis his expertise provided.

- *Mark M. | District Manager | Wendy's*

“ I hope you know you are challenging me. Every single time we make the task more complex and difficult to understand you break it down to its component parts and astound me with the result. You managed to incorporate Charlie's flow chart into the whole crossover tool in a most elegant way. You don't get brain-locked on one solution until it's the best solution. This is indeed a challenge, but I'm up for it. I WILL find a mountain you can't move!! Most excellent work...

- *Benn O. | Director of Marketing | Eaton (formerly Moeller Electric)*

“ Shawn is about the best I have ever worked with in the creative graphics area. The tools and computers are great but this guy is an artist on top of all of that.

- *Tom S. | CEO | Macro Enterprises*

“ It was my pleasure to work with Shawn Kelshaw for two years, several years back. I remember him as being enthusiastic, diligent, personable and creative. He was a significant contributor to whatever project team he was assigned.

A review of his more recent product shows that he has worked hard to improve his craft since working with me on various software development projects at Macro Enterprises. I believe Shawn to be highly qualified to handle UI design and front-end programming utilizing a wide variety of Internet languages and technologies.

- *Les M. | Software Consultant | Macro Enterprises*