

# Douglas “Shawn” Kelshaw

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## Resume

I am a full-stack User Experience Architect with a background in User Interface Design, Information Architecture and Interaction Design. I rally cross-functional teams to deliver useful, usable and engaging experiences while supporting long-term business strategies through short-term attention to detail, teamwork and project leadership.

### PORTFOLIO

<https://shawnelshaw.com>

### NOTEWORTHY:

Planning to acquire Scrum Product Owner certification from Scrum Alliance in Atlanta February 8<sup>th</sup>, 2019

### EDUCATION:

1998 - Savannah College of Art and Design – B.F.A. (Illustration)

### EXPERIENCE:

#### Freelance: October 2018 – January, 2019:

- Dooney & Bourke (ILoveDooney.com redesign)
- Dooney & Bourke (native iOS App interaction design)
- Matthew Reardon Center for Autism – Brand Management (volunteer engagement)
- Artizen Yoga – (Wordpress and MindBody Integration and Design)

**Employer:** OMMIN Corp

**Company:** Accenture Federal Services

**End Client:** United States Social Security Administration

**Position Title:** Consultant / Lead Information Architect

**Date of Employment:** July 9th 2018 – Sept 28, 2018

**Responsibility:** Analyze usability and user metrics report to identify information architecture improvements to PolicyNet portal which serves ~77,000 users and receives 30MM page views/month.

**Employer:** Visionet Systems, Inc.

**Company / End Client:** Dooney & Bourke

**Position Title:** Project Manager and User Experience Architect

**Date of Employment:** September 2017 – January 2018

**Responsibility:** UX Design and architecture lead for the overhaul and redesign of Dooney & Bourke’s responsive, retail Web site using Agile project methodology.

**Employer:** Robert Half Technology

**Company:** Critical Mass (Consultant) / 2<sup>nd</sup> Engagement

**End Client:** AT&T

**Position Title:** Lead Information Architect and Interaction Designer

**Date of Employment:** July 2017 – January 2018

**Responsibility:** Supported various AT&T UX project engagements by providing UX thought leadership and supporting design artifacts (wire frames, prototypes, personas). Acted as user advocate during product backlog and sprint design meetings.

**Employer:** Randstand

**Company:** Anthem Blue Cross Blue Shield

**Position Title:** Senior User Experience Architect / Consultant

**Date of Employment:** April 2017 – July 2017

**Responsibility:** Consult onshore internal development and business groups on how to adapt the UX discipline within an Agile program while pursuing the delivery of an overdue patience alert and notification system.

**Employer:** DotCom Team, LLC

**Company:** Critical Mass (Consultant) / 1<sup>st</sup> Engagement

**End Client:** AT&T

**Position Title:** Lead Information and User Experience Architect

**Date of Employment:** February 2016 – November 2016

**Responsibility:** Provided design and interactive thought leadership supporting AT&T's next generation component designs and pattern library build out.

**Employer:** FastSwitch

**Company / End Client:** Nationwide Insurance

**Position Title:** Senior User Experience Architect

**Date of Employment:** September 2015 – December 2015

**Responsibility:** Provided UX thought leadership regarding Nationwide's next-generation online Claims portal.

**Employer / Company / End Client:** Synchrony Financial

**Position Title:** Senior User Experience and Interaction Designer

**Date of Employment:** February 2015 – August 2015

**Responsibility:** Led UX program supporting multiple internal digital initiatives with the Kettering field office and inside the Innovation Station.

**Employer:** Peyton Resource Group

**Company / End Client:** USAA

**Position Title:** User Interface Producer

**Date of Employment:** August 2013 – January 2014

**Responsibility:** Led enterprise-level project efforts from concept to completion and while adhering to USAA's Member Experience Review tollgate process; produce design artifacts required by USAA's strict principles of design program.

Portfolio: <https://shawnelshaw.com>

Twitter: <https://twitter.com/shawnelshaw>