



Douglas Shawn Kelshaw

Savannah, Georgia, United States

 shawn@shawnelshaw.com

 (303) 269-1421

 [linkedin.com/in/shawnelshaw](https://www.linkedin.com/in/shawnelshaw)

 <https://shawnelshaw.com>

Summary

Experience

Shawn has over ten years of professional user experience design exposure. He has led complex, enterprise-level projects from concept to completion. He has produced wireframes, prototypes, affinity diagrams, customer journey maps and high-fidelity design comps that synthesized stakeholder expectations and informed engineers on design vision. He has delivered complex, dynamic prototypes for formal, in-lab usability research and testing as well as architected and contributed to enterprise design systems using Figma. Shawn is passionate about recommending, designing, directing and producing useful, usable and engaging experiences that address customer needs while supporting long-term business strategies through short-term attention to detail, teamwork and project leadership.

Career Highlights

- Delivered conversational flow narratives for Ernst & Young internal hybrid Chatbot (AI + rules logic).
- Led user experience redesign of Dooney & Bourke's browse and shop funnels for both traditional Web and native application touchpoints.
- Led and produced user interface and information architecture solution that allowed customers to stop recurring payments for ACH and debit card transactions associated with subscription services.

Experience

Founder

Springwater Studio

Jan 2013 - Present (10 years 7 months)

Springwater Studio is the catch-all entity that covers gaps between my major consulting engagements. During these gap moments, I am servicing smaller design projects like Trash2Cash and Green-Meldrim projects listed below.

Senior User Experience Consultant

Green-Meldrim House

Jul 2023 - Present (1 month)

Responsibilities

- Currently auditing existing online and physical touchpoint experiences for national historic landmark.
- Proposal for updates, enhancements and new engaging ideas forthcoming.

(a gig/freelance job)

Senior User Experience Consultant

Trash2Cash, Inc.

Jun 2022 - Present (1 year 2 months)

Responsibilities

- Mentoring and providing user experience consultation services for junior entrepreneur and user experience newbie building his first native eco-friendly application.

Impact

- Trash2Cash launched on Apple Store July 5th, 2023.
- Major launch announcement to occur late July during eco-friendly volunteer event hosted on Hilton Head Island involving local retail sponsors.



Senior User Experience Consultant

EY

Sep 2022 - Jan 2023 (5 months)

Responsibilities

- Reviewed third-party provider's proposed conversational flow narratives powering internal hybrid IBM Chabot (AI + rules engine) implementation supporting 250,000 internal EY professionals across 150 countries.
- Identified workflow improvements facilitating stakeholder involvement earlier in the design process.

Impact

- Recommended, produced and implemented new narrative flow diagramming best practices allowing stakeholders to better understand and respond to partner's proposed conversational narrative direction earlier in the process.



Senior User Experience Consultant

Shaw/Scott

Feb 2022 - Jun 2022 (5 months)

Responsibilities

- Transcribed 32 convoluted email marketing automation workflows into concise and easily digestible flow diagrams using the Jesse James Garrett visual vocabulary best practices.

Impact

- Stakeholders easily visualized, empathized and adjusted confusing and overlapping email communication campaigns causing immense customer frustration.
- Decreased customer complaints by 10%.
- Decreased email marketing communication opt-outs by 2%.
- Increased email marketing click-through and open rates by 3%.



Lead Product Designer

Wells Fargo

Oct 2020 - Jun 2021 (9 months)

Responsibilities

- Delivered end-to-end experience solution helping consumer banking customers stop recurring automated clearing house and debit card transactions associated with subscription-based entities.
- Led and supported five lines-of-businesses within the Payments ecosystem.

- Monitored, influenced and responded to product backlog and sprint planning objectives.
- Mentored 3 other junior user experience practitioners.
- Created flow diagrams, wireframes, interactive prototypes and high-fidelity design compositions.
- Submitted and collaborated on product enhancements with design and engineering teams.

DOONEY & BOURKE

Senior User Experience Consultant

Dooney & Bourke

Sep 2017 - Dec 2020 (3 years 4 months)

Responsibilities

- Led the UX/UI responsive redesign efforts for Dooney.com and ILoveDooney.com B2C retail e-commerce browse and buy flow funnels impacting 1.5MM page views and ~\$2.5MM online sales per month.

Impact

- Reduced time-on-task.
- Increased new customer acquisitions.
- Decreased support calls.
- Increased online purchase conversions.

(4 ad hoc project engagements during this time span)



Senior User Experience Consultant

AT&T

Jul 2017 - Jan 2018 (7 months)

Responsibilities

- Provided user interface and interaction design patterns supporting AT&T's product tile and product list page (PLP) redesign effort.
- Solved responsive issues plaguing complex data table user interface patterns.
- Collaborated with various internal partners to ensure compliance with WCAG 2.0 AA accessibility standards and engineering feasibility of proposed patterns.
- Produced redline specifications and annotations supporting complex data table patterns.

Impact

- Implementation of proposed design patterns increased on-screen content clarity for AT&T business and consumer customers.
- Reduced customer confusion and error rates based on disjointed displays of content in tabular formats.



Senior User Experience Architect

Anthem Blue Cross and Blue Shield

Jan 2017 - Apr 2017 (4 months)

Responsibilities

- Led UX design for Anthem's first-generation digital experience, enabling providers to create diverse notifications for important patient care events.

- Mentored two junior (off-shore) user experience designers.
- Educated product and engineering teams on how to incorporate user experience contributions within Agile methodology.
- Produced low-fidelity wireframes and clickable prototypes expressing key interactions for stakeholder and engineering reviews.

Impact

- Helped return project effort to healthy and productive state after three months of no traction prior to my arrival and involvement.
- Established design system library based on Availity's open source user interface design kit (Bootstrap).
- Successfully handed off project to offshore user experience team.



Senior User Experience Consultant

AT&T

Feb 2016 - Nov 2016 (10 months)

Responsibilities

- Produced complex and dynamic Axure prototype using JavaScript and conditional logic to mimic AT&T's shop funnel experience.
- Leveraged Axure prototype to conduct remote user validation workshops to gain critical insights and user empathy.
- Communicated insights to product stakeholders and cross-functional team members.

Impact

- Leveraged user insights to influence product roadmaps guiding the redesign of AT&T's shop funnel experience.

Education

SCAD **Savannah College of Art and Design**

B.F.A, Illustration

Licenses & Certifications

IBM Enterprise Design Thinking - Team Essentials for AI - IBM

IBM Enterprise Design Thinking Practitioner - IBM

Skills

Figma (Software) • User Experience (UX) • User Interface Design • Customer Journey Mapping • Rapid Prototyping • UX Research • Usability Testing • Wireframing • Design Thinking • Artificial Intelligence (AI)