Douglas Shawn Kelshaw

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LinkedIn: [linkedin.com/in/shawnkelshaw](http://linkedin.com/in/shawnkelshaw)  
Portfolio: [shawnkelshaw.com](http://shawnkelshaw.com) (some areas under construction)

# Professional Summary

Senior UX Designer with 10+ years of experience leading mobile-first product design, from greenfield concepts to enterprise-scale launches. Skilled at shaping 0-to-1 consumer experiences that balance business goals with user needs, I bring deep expertise in Google Material Design, component-based systems, and UX research. Known for thriving in startup-like environments, I excel at building intuitive, accessible, and visually cohesive mobile products that leave lasting impact.

# Core Competencies

* Mobile-First UX & Consumer App Design
* Google Material Design & Component-Based Systems
* Human-Centered Research & Usability Testing
* Data-Driven Strategy & Iterative Design
* Cross-Functional Collaboration & Workshop Facilitation
* Multi-Modal Prototyping (Figma, Axure, Voiceflow, HTML, Vibe Coding)
* Accessibility & Inclusive Design (WCAG 2.1)
* AI-Enhanced Design Workflows & Automation

# Professional Experience

## Springwater Studio — Founder / Sr. Designer

August 2013 - Present

## Featured Project

The Vehicle Passport — AI-Driven Product Innovation Initiative  
Jan 2025 - Present

* Engineering a Generative AI-enhanced mobile/web application acting as a digital passport for vehicles, tracking data from purchase to end-of-life
* Prototyping cross-platform Apple native iOS 26 interface using Vibe Coding workflows (Windsurf + Claude Sonnet) illustrating liquid glass effects
* Designing intuitive user flows, ethical AI decision points, and data visualization forecasting optimal trade-in/sale opportunities
* Integrating third-party, Aman.ai as supporting digital assistant leveraging backend agent workflows for trade-in valuation reports and in-person appointments

## Other Notable Engagements

## Ernst & Young (EY) — UX Lead, Watson AI Practice

Jan 2022 - Dec 2023

* + Led design for an AI chatbot serving 250,000 EY professionals across 150 countries
  + Reduced approval process time from ~1 week to 2 days by implementing the Jesse James Garrett visual vocabulary shape library
  + Facilitated weekly Design Thinking workshops and design sprints
  + Managed two Figma design systems inspired by IBM Carbon and Microsoft Teams
  + Built conversational voice-flows using VoiceFlow and Axure, aligning with Watson best practices
  + Raised initial NPS by 17 points (from 25 to 42)

## Wells Fargo — UX Architect, Payments & Transfers

Mar 2020 - Jul 2021

* + Designed UX for credit cards, transfers, and payments systems
  + Built proof-of-concept solution for automated clearing house transactions
  + Mentored 2 junior designers and ran design sprints with product owners/engineers
  + Delivered design solutions aligned with sprint backlog and user stories

## Dooney & Bourke — Lead UX Designer

Mar 2015 - Jul 2019

* + Spearheaded a three-year responsive redesign initiative across two flagship e-commerce response Web properties
  + Facilitated Design Thinking workshops and iterative sprints with stakeholders and offshore engineers
  + Improved acquisition (+1.6%), reduced churn (3%), increased conversions (2%)
  + Redesigned browse/shop funnels and product registration
  + Shaped strategy and design for DooneyPay loyalty program

## AT&T — Lead UX Designer

2017 - 2018

* + Defined enterprise design standards for responsive data tables and product tiles impacting millions of monthly views
  + Built interactive Axure prototype for eCommerce checkout funnel used for formal usability testing and moderated cognitive walkthroughs

# Education

Savannah College of Art & Design — Bachelor of Arts, Illustration | 1999

# Certifications

* Design Leadership Studio Skills Development Program, Jesse James Garrett (2024)
* Enterprise Design Thinking Practitioner, IBM
* Enterprise Design Thinking Team Essentials for AI, IBM
* Certified Scrum Product Owner (CSPO), Scrum Alliance (expired)

# Tools & Technologies

• Figma • Axure • Adobe Creative Suite • VoiceFlow • Vibe Coding • Cursor • Visual Studio • Xcode • HTML/CSS/JavaScript • Responsive Web & Native Mobile Apps (HIG) • FigJam • Miro • Jira • Confluence • Asana • Google Suite • AI Tools: Windsurf IDE with Claude Sonnet, ChatGPT, Perplexity